APRIL 24, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmaga... Radio

Broadcast Advertisi...

PUBLIC LIBRARY
APR 25 1944
DETROIT

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

TECHNOLOGY DEPT.

TODAY'S BEST SCENERY IN THE DENVER REGION

THE mountains, the lakes, the trout streams, the things for which Colorado is most commonly known are still there, but the scenery that is most important today is that of Colorado producing for victory . . . the scenes of steel and munitions production, food and meat production, and the mining of war-vital minerals.

These basic industries have come from backstage to hold the spotlight of attention. These activities, working at top speed and expanding, make business better than ever in the history of the Denver region. These activities make the Denver Market a better-than-ever territory in which to promote sales.

When peace comes and eyes turn again to the magnificent handiwork of Nature in Colorado and this area becomes again the "nation's playground", the basic and permanent industries of this region will still be here, again producing for a world of civilian needs.

KLZ

Delivers the

DENVER MARKET

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

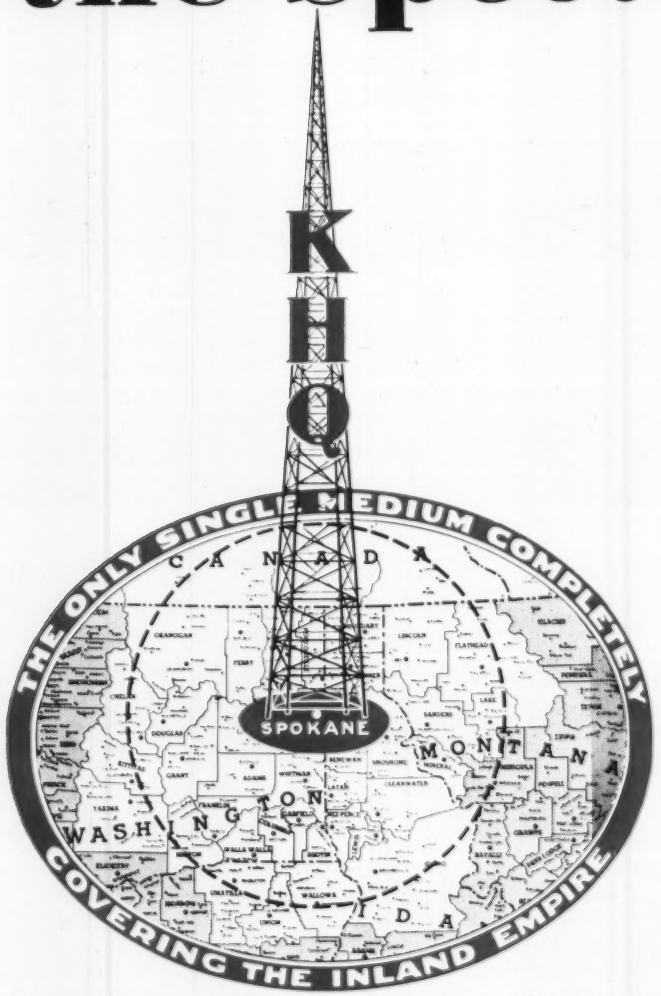
REPRESENTED BY

THE KATZ AGENCY

The Audience?

Yours for the Asking When

You're on the Spot!



BREAD ARSENAL OF THE WEST

Modern Flour Mills such as this symbolize the agricultural prosperity of the Inland Empire. 20% of the nation's 1943 wheat crop . . . 168,222,000 bushels . . . was produced in this area. KHQ Programs *guarantee* top audiences. KHQ is the Spokane outlet for N.B.C.—the nation's No. 1 Network which carries 9 out of the first 10 most popular programs, 15 out of the first 20, and 33 out of the first 50. KHQ is the *only* single medium *completely* covering the Inland Empire.

○ Primary Coverage Area ○ Secondary Coverage Area ◌ 150-Mile Circle

KHQ—Spokane, Washington

5000 WATTS—590 KILOCYCLES

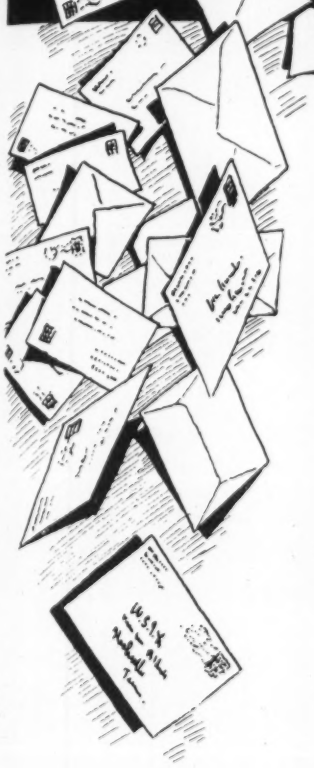
Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

6000 LETTERS from 13 states in ONE DAY!



A SUSTAINING daytime program on WSIX drew more than 6,000 pieces of mail—from 13 states—in ONE DAY. The offer? Only a free picture of the performers.

Which simply goes to prove what any good advertising man already knows—that 5,000 watts on 980 kc, with a first class program, will get the listeners; and that when such a set-up covers a booming market like Nashville, big returns are bound to follow.

WSIX is ready to go to work for you too. Let us show you what it can do.

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

Blue Mutual

5000 WATTS

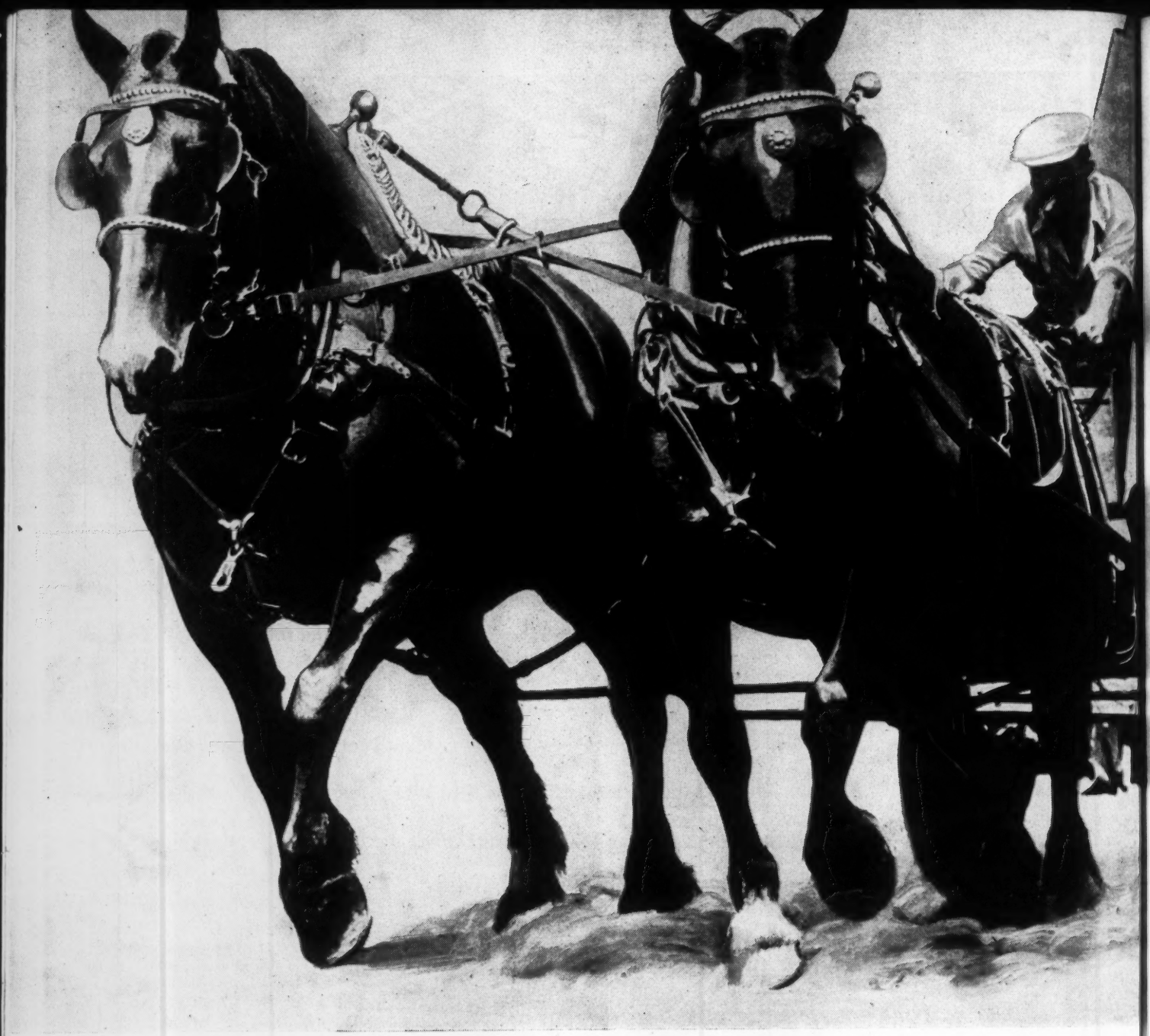
WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Teamed for Pulling Power...

HARNESS the double pulling power of WOV to your 1944 sales program! Two great New York markets, in their respective listening hours, team up to give WOV a constant, balanced, around-the-clock audience . . . night and day • In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reaches as high as 76% of the Italian radio homes • In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

What's Happened In Omaha?

The Petry Offices Have

the New Fall-Winter HOOPERS.

Take a Look . . .

Compare this Year

with last Year!

KOIL CBS in Omaha

5000 WATTS — 1290 KILOCYCLES

WWL Advt.
March, 1941

Today—

When You Think of
NEW ORLEANS

...You Think of
HIGGINS BOATS
MADE IN NEW ORLEANS

...AND
WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

FM Applications Involve $8,300,000 Cost	11
FM Session Features ANPA Convention	11
List of Pending FM Applications	12
Chances of New Legislation Slight, Fly Asserts	12
Army, Navy Drop Disclaimer Requirement	13
Easing of Disc Announcement Seen	13
WLB Asks AFM to End Strike	14
Ludlam Succeeds Cohen as OWI Radio Chief	16
Brush-Moore Granted Other WPAY 50%	16
FCC Grants Two New Locals	16
List of Existing FM Stations	18
NBC Diagram of Political Convention Facilities	18
KJBS 'Duopoly' Sale Awaits FCC Approval	28
200-500 w Stations Show 24% Increase	32
FCC Seeks Government Control of Radio—Garey	36
WBNX Denies Denny Charge	68
$202,150,550 Radio War Effort Role Shown	70
Probers to Subpena White House and Fly Letters	74
BMI Names Ryan President and Director	80

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

Every Member of the Family Enjoys KFOR's Schedule of Fine Shows—

Fun Valley
Chamber Music Society
Fulton Lewis
Mary Small Revue
Heidt Time for Hires
Lum 'N Abner
Terry and the Pirates
*The Mystery Chef

*Available for sponsorship

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
A Small Station Doing a BIG JOB

A WORD ABOUT OUR WASHINGTON BUREAU

Setting up a Washington Bureau was an interesting and daring experience. Interesting because it offered the same challenge that all new things offer . . . daring because it was an expensive experiment and we couldn't ascertain how many weeks we would have to carry it on a sustaining basis.

Therefore, we are happy to report that the Washington Bureau program was sold on two of our stations before it went on the air and on the other two stations immediately following the first broadcast. A coincidental study showed the first program to have 70% of the listening audience thus bearing out our opinion that West Virginians were hungry for Washington news as it affects them.

There must be a reason why the West Virginia Network enables you to reach most West Virginia listeners most of the time. This is it!

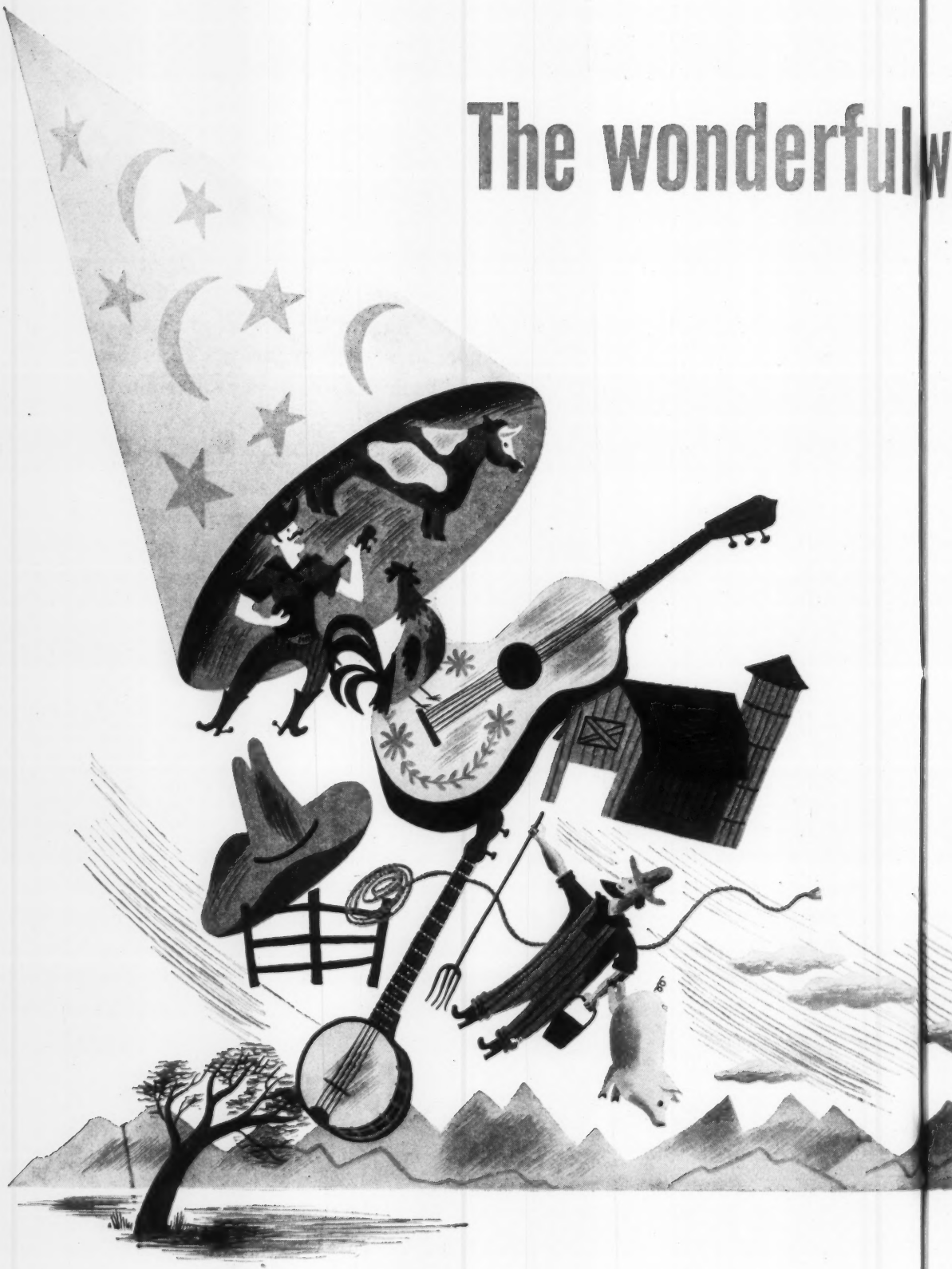
The West Virginia Network's Washington Bureau is headed by Ray Henle, BLUE Network commentator and Washington political writer for Newsweek Magazine. Henle has had 20 years of experience covering the nation's capital and he is assisted by Malvina Stephenson, Washington correspondent for the Cincinnati Times-Star and frequent contributor to many of the nation's leading periodicals. Miss Stephenson is one of Washington's best known newspaperwomen.

The West Virginia Network

JOHN A. KENNEDY, President — HOWARD L. CHERNOFF, Managing Director

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

The wonderful w



ılwizard of Ozark...

A wizard can spellbind.

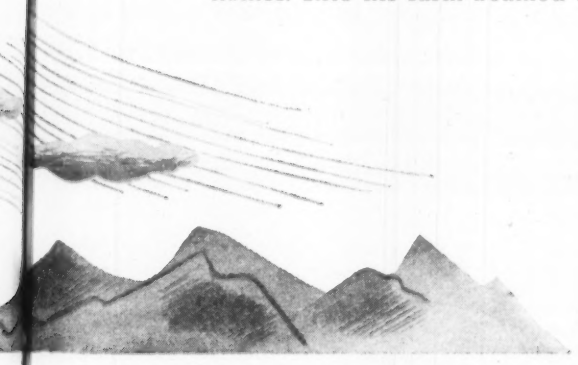
We have a wizard. He's from the Ozarks and has been spellbinding KMOX listeners for nine years. His magic is a consummate mastery of the Ozark ballad—the hillbilly music that has been favorite song around these parts since the days of the first steam cars and the rascal brothers James.

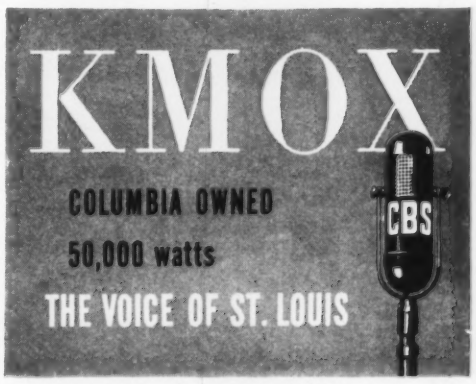
Our wizard is Pappy Cheshire. With his National Hillbilly Champions, he's played the Ozark circuit (Oklahoma, Iowa, Texas, Kansas, Missouri) for almost a decade. Nine years ago he came to KMOX. And although he never played Carnegie Hall or the Palladium, Pappy Cheshire knows how to set toes tapping in our midwest.

Each weekday morning, his half-hour *Ozark Varieties* (7:15-7:45 A.M.) rules the loudspeaker in thousands of midwestern homes. Into his farm-beamed show are blended all the features that people around here like: hillbilly music... livestock reports ... shrewd humor... old hymns... cowboy songs. How *much* they like Pappy Cheshire is convincingly reflected in the *third-of-a-million letters they've sent him during the past six years,* and by the *loyalty they show to the advertisers who sponsor him.*

Besides the *Ozark Varieties* (sponsored), Pappy also has his weekly *Barn Dance* (sponsored)—not to mention the times he's heard on the CBS network. And next month he starts work on his fifth motion picture.

But the Wonderful Wizard of Ozark isn't too busy to perform further money magic for spot broadcasters. He has a new show called *Cheshire Time* (Saturdays, 10:00-10:15 P.M.) that's ready for sponsorship. If you're from Missouri—or elsewhere—ask us for full facts about Pappy's pulling power.





Represented by Radio Sales, the SPOT Broadcasting Division of CBS

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

VINCENT R. BLISS, *Partner, Earle Ludgin & Co., Chicago*

Says—"Spot broadcasting means 'pin-point accuracy' in radio advertising"

●Nobody will argue with you about *that*, Mr. Bliss—and here at Free & Peters we'll even go so far as to say that, with good time-buying, spot broadcasting is the most accurate and therefore the most efficient weapon in the entire advertising armory.

●Because of this belief, we have very naturally escaped the idea that our interests are in any way different from those of any good time-buyer—have naturally evolved a type of service and of selling which *appeals* to good time-buyers. . . First, a really swell group of radio stations in selected markets. Second, the recognition that full and complete market and station *facts* are the most permanently-effective tools in our sales kit. Third, the knowledge that we will grow and thrive in exact proportion to the quality of service we render.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 17 WASHINGTON, D. C., APRIL 24, 1944 $5.00 A YEAR—15c A COPY

FM Applications Involve $8,300,000 Cost

$60,000 Average Plant Expense Shown In Analysis of Pending Petitions

By SOL TAISHOFF

IF THE war-imposed freeze on radio equipment were lifted tomorrow, the FCC would have before it for processing 141 applications for new FM stations, entailing an expenditure of about $8,300,000 in transmitting equipment and plants.

This represents an individual estimated expenditure of abut $60,000 per FM station, exclusive of studios, acoustical treatment and offices. An analysis of pending FCC applications made last week by BROADCASTING disclosed:

(1) Of the 141 pending applications, [see list herewith], 58 are by newspaper or newspaper affiliated companies now in standard broadcasting.

(2) 119 applicants are identified with existing stations or networks.

(3) 17 of the 58 newspaper applications are from newspapers not now identified with radio.

In Pending File

Because of the freeze on new station construction, invoked April 27, 1942, all applications for FM stations are placed in the pending file. The existence of this regulation likewise has tended to discourage applications for FM, although a sharp increase in applications, notably from newspaper interests, followed the Commission's action of last January, dropping its proposed regulation banning dual ownership of newspapers and stations, whatever their character.

Washington attorneys specializing in radio, as well as consulting engineers, report an unprecedented number of inquiries from standard broadcasters, newspaper publishers and many individuals in the publishing and entertainment fields, looking toward filing of FM applications. Roughly, it is estimated that approximately 200 such applications are in process of being drawn.

There are now licensed or under construction an aggregate of 51 FM stations in 16 states [see log on page 18]. Of the total, seven hold construction permits and presumably will begin operation as commercial outlets as soon as construction is completed. In 1941, prior to the freeze on both transmitter and receiver construction, it was roughly estimated that a half-million radio receivers, equipped to receive FM, were in use.

Current trade estimates are that there will be 500 FM stations and possibly 100 television stations in operation throughout the country within five years following the war and that five million FM receivers will be produced during the first full year of production and three times that number within five years.

The number of FM applications pending before the FCC has more than doubled in the last six months. Last October—prior to the FCC action on newspaper ownership—there were 57 such applications on file. Last February, immediately following the dismissal of the newspaper order, the number had increased to 77.

A breakdown of the 141 pending applications indicates an average cost per FM station of $59,734. This is a weighted average, however, including estimates for stations of low coverage (250 w-1 kw transmitters), as well as those of substantial regional coverage, using 50,000 w transmitters. The estimates on installation costs range from a low of $12,000 to a high of $250,000.

Table of FM applications on page 12; log of FM stations on page 18

The estimates on installation costs, based on the FCC form (301), cover cost of transmitter, antenna system, frequency and modulation meters, studio technical equipment, microphones, transcription equipment, land and buildings. Such factors as studios, acoustical treatment and offices are not covered.

In the case of existing stations, it is presumed that present standard broadcasting station studios and equipment would be used, along with transmitter buildings and sites, where feasible. Consequently, the cost for those who would go

(*Continued on page 12*)

FM Panel Features ANPA Convention

Damm to Preside, With Baker, Armstrong As Speakers

RESPONDING to an "increasing interest displayed by newspapers generally in FM in recent weeks," the American Newspaper Publishers Assn. has scheduled a Thursday afternoon session, to be devoted exclusively to FM, for the ANPA annual convention, meeting at the Waldorf-Astoria, New York, April 25-27.

Walter J. Damm, *Milwaukee Journal* (WTMJ-WMFM), president of FM Broadcasters Inc., will preside at the special session, at which Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the Radio Technical Planning Board, and Prof. Edwin H. Armstrong, inventor of FM, will be featured speakers. The G-E sound and colored movie on FM will also be shown.

GE Exhibits

Electronics department of General Electric Co., will have reception rooms in the Waldorf-Astoria during the convention with exhibits including both FM and video receivers in operation, a special FM demonstration unit, the magnetic wire recorder, a model of the post-war television studio and a display of G-E publications on broadcasting and television. Reception will be in East Rooms A and B and will be open Monday through Thursday.

Convention, the ANPA's 58th, will open as usual with Tuesday sessions devoted to the problems of newspapers with circulations under 50,000. In addition to discussions of editorial, mechanical, newsprint, circulation, advertising and other problems of wartime publishing, the Tuesday agenda also lists two questions on radio: "Do newspapers give a better service to their community by operating distinctly local radio stations? What will be the result of continued expansion and new developments in radio on the newspaper business?"

A question in the list on advertising, "Should newspapers set up an organization to develop a united front for the retail field similar to the Bureau of Advertising's efforts among general advertisers?," was undoubtedly inspired by the recent rapid rise in the amount of retail advertising on the air resulting from the radio industry's retail presentation, although radio is not specifically mentioned. Topic is also expected to come up during the general ANPA sessions Wednesday and Thursday mornings, although as usual the official agenda is confined to reports of officers and committees.

Wednesday afternoon session, conducted by the ANPA Bureau of Advertising, will include a talk on "Back of Your Industrial Headlines" by F. C. Crawford, president, Thompson Products Co., and a presentation on national advertising and the work of the American Assn. of Newspaper Representatives, given by William T. Cresmer, AANR president, and Herbert W. Moloney, AANR vice-president, in addition to the usual reports by Bureau executives.

Dewey to Speak

Speakers at the annual Bureau of Advertising dinner on Thursday include Governor Thomas E. Dewey of New York, Rear Admiral A. S. Merrill, USN, and Eric A. Johnston, president, U. S. Chamber of Commerce. Frank E. Tripp, general manager, The Gannett Newspapers, and chairman of the Bureau, will preside at the dinner. Charles P. Manship, publisher, *Baton Rouge State Times & Morning Advocate*, will act as toastmaster.

Annual meeting of the Associated Press will be held April 24, day before ANPA sessions.

into FM from scratch, with no present facilities or organization, would be appreciably greater than that for companies already engaged in standard broadcasting. Thus, it was pointed out at FCC quarters and by consulting engineers that the estimated costs, by and large, can be regarded as "stripped" items covering everything except studios and acoustical treatment.

Considerable discussion has been precipitated in radio circles over publication of information, particularly in the newspaper trade press, relating to FM installation costs. Procured largely from manufacturers, these cost items were construed by attorneys and consulting engineers, as well as in other trade sources, as pegged far too low. Prospective applicants, it was said, would do well in most instances to multiply these figures by two to approach a more nearly correct figure on installation costs.

Few if any items in FM construction can be regarded as lower than those for standard stations of comparable power. Moreover, in order to get the most out of FM in the way of quality, studio acoustical treatment of a "de luxe" character is necessary. Estimated annual operating costs of FM stations, cited in the newspaper press to encourage country newspapers to apply for FM stations, are far below the actual experience of existing stations.

Panel Studies

Before the final FM structure is pegged, consideration will be given to proposals to widen the present FM band, which, for commercial broadcasting, covers 35 channels, each of 200 kc width. Engineers estimate that approximately 3,000 stations can be licensed throughout the country on these 35 channels, [as against the present 918 standard stations], but with not more than 18 stations in a given metropolitan area. FM stations cannot operate in the same area except on a skip-channel basis. In New York City, for example, there are 10 stations in operation with two holding construction permits for new FM stations. With 10 channels already in use and 17 more needed, an additional nine frequencies would be necessary to accommodate the present applications, it is pointed out.

The Radio Technical Planning Board, organized last February to formulate plans for the technical future of radio and to recommend to the Government proposed allocations for post-war radio and communications services, has a number of panels exploring frequency requirements for new and existing services. Panel 5, devoted to very-high frequency broadcasting (FM), recommended at a meeting in Chicago April 11 that the FM band be increased from its present 40-channel limit (including five channels allotted for non-commercial educational) to 80 or 100 channels. It proposed that television channel No. 1, occupying the range from 50 to 56 mc, and possibly the range from 56 to 60 mc, used by the amateurs, be assigned to FM to supply a continuous FM band from 42 to 60 mc.

Television proponents, serving on Panel 6 of RTPB, at a meeting on April 14 in New York, concluded that the lower channels are best suited for video transmission and that 30 contiguous 6-mc channels, ranging upward from 40 mc, be assigned to television. This would absorb the present FM band.

Deciding Allocations

One of the most difficult problems confronting the RTPB, observers feel, will be that of settling allocations as between FM and television, with adherents of both groups seeking virtually the same frequency range. Until the precise allocations are established, set manufacturers will not be able to gear themselves for production. In every quarter, the desirability of having allocations set so that both transmitter and receiver production can be planned well in advance, has been emphasized.

PENDING APPLICATIONS FOR FM STATIONS

LOCATION	APPLICANT	Frequency (KC)	Coverage (Sq. Mi.)	Approximate Cost ($)
ALABAMA				
Montgomery	Montgomery Broadcasting Co., Inc. (WSFA) (1/3 interest owned by R. F. Hudson, publisher of Montgomery Advertiser)	43,500	17,299	47,400
Montgomery	G. W. Covington, Jr. (WCOV)	45,500	4,761	44,750
CALIFORNIA				
Fresno	J. E. Rodman (KFRE)	44,100	24,752	64,975
Hollywood	Columbia Broadcasting System Inc. (KNX)	43,100	34,000	194,900
Los Angeles	Earle C. Anthony Inc. (KECA) (KFI)	43,700	34,000	103,065
Los Angeles	National Broadcasting Co., Inc.	44,100	-----	190,000
Los Angeles	Standard Broadcasting Co. (KFVD)	45,300	7,000	46,010
Oakland	Tribune Bldg. Co. (KLX) (Interlocking ownership Oakland Tribune)	46,500	1,216	17,750
Riverside	The Broadcasting Corp. of America (KPRO)	43,500	48,000	14,000
San Bernardino	The Sun Company of San Bernardino, Cal. (Publisher of San Bernardino Sun and Telegram, daily newspapers)	44,100	17,101	24,240
San Francisco	Don Lee Broadcasting System (KFRC)	43,500	18,050	113,860
San Francisco	National Broadcasting Co. Inc (KPO)	43,900	-----	190,000
San Francisco	Associated Broadcasters, Inc. (KSFO)	43,100	-----	36,000
Stockton	E. F. Peffer (KGDM)	45,900	19,696	25,000
COLORADO				
Denver	KLZ Broadcasting Co. (KLZ). Officers are Directors or Stockholders in the Oklahoma Publishing Co., publishers of The Daily Oklahoman, Oklahoma City Times and Farmer-Stockman)	43.500	31,400	-----
Denver	National Broadcasting Co. Inc. (KOA)	43,900	-----	190,000
DELAWARE				
Wilmington	WDEL Inc. (WDEL) (Ownership affiliated with Lancaster Newspapers Inc.)	44,500	6,400	41,000
DISTRICT OF COLUMBIA				
Washington	Capital Broadcasting Co. (WWDC)	46,700	8,020	50,000
Washington	The Evening Star Broadcasting Co. (WMAL). (Applicant is subsidiary of the Washington Star)	47,100	5,600	27,000
Washington	National Broadcasting Co. Inc. (WRC)	44,300	-----	190,000
FLORIDA				
Tampa	The Tribune Company (WFLA). (Publisher of Tampa Tribune)	-----	-----	-----
GEORGIA				
Atlanta	The Constitution Publishing Co. (Publisher of the Atlanta Constitution)	45,300	7,380	32,860
ILLINOIS				
Chicago	Chicago Federation of Labor (WCFL)	47,900	10,800	30,405
Chicago	Drovers Journal Publishing Co. (WAAF). (Publishers of Chicago Daily Drovers Journal and owners of Omaha Journal-Stockman)	48,700	10,800	63,500
Chicago	National Broadcasting Co. Inc. (WMAQ)	46,300	10,800	66,000
Chicago	Oak Park Realty and Amusement Co. (Subsidiary of Loew's Inc., producers and distributors of motion pictures)	47,900	10,800	104,000
Chicago	WJJD Inc. (WJJD)	44,700	10,800	80,860

(*Continued on page 22*)

Chances of New Legislation Are Slight, Fly Asserts at North Carolina Meeting

PROSPECTS for legislation amending the Communications Act at this session of Congress are regarded as "slight" by FCC Chairman James Lawrence Fly.

At a press conference in Asheville, N. C. April 15, during a meeting of the North Carolina Assn. of Broadcasters, Mr. Fly declared his personal view was that there is only a remote chance of new legislation being enacted at this session, presumably alluding to the pending White-Wheeler bill on which hearings already have been held. Chairman Wheeler (D-Mont.), on the other hand, declared earlier the same week that he thought his committee would report out a revised measure [BROADCASTING, April 17].

Jarman Appointed

The press conference was held following a round-table session of the 30 broadcasters, representing 20 North Carolina stations, with the FCC chairman. J. Frank Jarman, WDNC Durham, was elected president of the Association, succeeding Bryce P. Beard, of WSTP Salisbury. Richard A. Dunlea, WMFD Wilmington, was elected vice-president and Harold Essex, WSJS Winston-Salem, secretary-treasurer. New directors are Allen E. Wannamaker, WGTM Wilson, and E. Z. Jones, WBBB Burlington. Mr. Fly was the principal speaker at a dinner Friday night.

Asked about new legislation, Mr. Fly stressed the need for unification of international carriers looking toward establishment of a monopoly which could cope with British competition and assure American carriers of a fair deal. The Senate already has adopted a resolution authorizing an inquiry into the whole subject of an international merger.

"This is an ideal principle and a practical one," Mr. Fly declared. "It is surprising how little opposition there is to such an undertaking."

Through such a merger, the chairman declared that useless duplication would be eliminated and maximum use made of scarce radio frequencies. There should result, he said, an increased flow of traffic by virtue of lowered press rates, and thereby provide an increased budget of information which would tend to create common understanding among people of the world.

Chairman Fly asserted the Commission has no plans under consideration which would restrict present standard broadcast operators from engaging in FM. On the contrary, he declared, the present policy is to encourage broadcasters to enter the new field, as probably the best qualified.

FM Field Open

Asked about television, Mr. Fly declared there are no technical obstacles in the way of commercial operation or production of equipment upon cessation of hostilities. He asserted that development of television during wartime perhaps has eclipsed the previous decade of experimentation and makes introduction of the visual art a logical step. Unquestionably, he said, technical improvements will come with the natural growth of the new art.

Predicting television transmission in metropolitan areas as soon as the freeze on equipment is lifted, the chairman said smaller communities, chiefly because of the expense involved in operation, probably would have to wait for the establishment of television networks. It may well be, he said, that there will be "transcontinental FM and television employing the use of high frequency radio relays."

Mr. Fly left Asheville April 16 for Jacksonville, to attend a meeting of Florida broadcasters on April 18. He is expected to return to Washington this week.

Army, Navy Drop Disclaimer Requirement

Policy of Services On Endorsement Unchanged

By MARY ZURHORST

DISCLAIMERS on commercial programs presenting armed forces personnel or on commercial broadcasts originating from camps, posts, or stations were abolished last week by the Army and Navy.

It is assumed the action was taken in the belief that listeners, because of the constant repetition of the announcements informing the public of military policy on programs originating from Army and Navy installations, are well aware that sponsor products are not endorsed. All broadcasts from bases have carried disclaimer announcements at the close of the program.

Policy Unchanged

The Navy first used the disclaimer phrase in October 1938, on the *Magic Key of RCA*. This was the first commercial program in which Navy personnel participated. Although neither the Army nor the Navy has ever dictated a specific announcement stating the military policy of not endorsing commercial products, both services have outlined a disclaimer that has been followed by broadcasters on the programs concerned.

The wording generally used follows the form, "The appearance of Naval (or Army) personnel on this program does not constitute an endorsement of the product, since the Navy (or Army) does not endorse any product."

Cancellation of the disclaimer, however, does not in any way affect the policy of the services as to commercial endorsement.

Before creation of the War Dept. Radio Branch early in 1941, the Army did not allow commercial programs to originate from Army camps or bases. However, soon after Col. E. M. Kirby became civilian advisor to the Secretary of War, and with the establishment of the Radio Branch in April 1941, the War Dept. policy was altered to permit commercial as well as sustaining programs to originate at camps and posts provided the disclaimer was used.

Industry Notified

On Saturday, April 15, the War Dept. and Navy Dept. issued notices to the presidents of the four major networks and the NAB cancelling the disclaimer on commercial programs originating from military camps, posts or stations or on commercial programs featuring military personnel.

The Navy and Army letters, included in a Special Information Bulletin sent by the NAB to all radio stations and networks in the country on April 21, follow:

"Reference is made to your letter of Jan. 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

J. HARRISON HARTLEY
Lieutenant Commander, USNR
Officer-in-Charge, Radio Section."

Army Letter

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

JACK W. HARRIS, Major, A.U.S.
Acting Chief, Radio Branch."

Easing of Disc Announcement Is Seen

North Carolina Session Petitions FCC; Fly Infers Support

RELAXATION of rules requiring the identification of recorded and electrical transcriptions at the beginning and end of each rendition was requested of the FCC last week by the North Carolina Assn. of Broadcasters, with indications from FCC Chairman James Lawrence Fly himself that the Commission might be disposed to consider favorably a modification of the long established rule.

Resolution Adopted

A formal resolution adopted by the State association at its meeting in Asheville, N. C. April 15 was forwarded to the Commission. Chairman Fly, who attended the sessions on April 14 and 15, advised the some 30 broadcasters that no organized effort toward easing of the rule had been presented to the Commission in recent years. He added, however, that he felt the FCC "may give consideration to such regulations".

Modification Asked

The resolution adopted by the Association provides:

"We respectfully request and urge the Federal Communications Commission to modify existing regulations requiring identification of recordings and electrical transcriptions at the beginning and the end of programs and announcements."

It was agreed at the meeting that while some regulation is desirable to prevent possible deception, the present rule is too stringent. It was pointed out in the discussion that electrical transcriptions of the high fidelity type are equivalent to or better than the quality of most network programs, limited by the frequency capacity of telephone lines. The question of modification of the requirement often has been raised by stations and transcription producers, on the ground that recorded programs thereby are "stigmatized".

Present Rules

The existing rules governing mechanical records are as follows:

3.407 *Mechanical Records.* Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below.

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration not in excess of 5 minutes shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription," or an "electrical transcription," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record".

FCC CHAIRMAN FLY and members of the North Carolina Assn. of Broadcasters gathered for a group picture at Grove Park Inn, Asheville, N. C., following a two-day meeting. Front row (l to r): R. A. Dunlea, WMFD Wilmington, newly-elected vice-president of the association; J. Frank Jarman, WDNC Durham, new president; Don S. Elias, WWNC Asheville; Miss Regina Schubel, Duane Jones Co., N. Y.; Mr. and Mrs. E. Z. Jones, WBBB Burlington; William Dannebarger, Atlanta office, UP; Lee Chadwick, WWNC and Mr. and Mrs. Paul Moyle, WFNC Fayetteville. Second row: Mr. and Mrs. Jonas Weiland, WFTC Kinston; Charles Hicks Jr., Miss Hunter Marshall and Mrs. Charles Marshall, WSOC Charlotte; Pat McSwain, WGNC Gastonia; Jimmy Hagan, WWNC Asheville; Allan Wanamaker, WGTM Wilson. Back row: Richard H. Mason and O. L. Carpenter, WPTF Raleigh; Earl Gammons, Washington CBS director; Charles Crutchfield, WBT Charlotte; Chairman Fly; Bryce Beard, WSTP Salisbury, retiring president; A. D. Willard Jr., WBT Charlotte; Charles Marshall, WSOC Charlotte; G. O. Shepherd, WAYS Charlotte, Fred Fletcher, WRAL Raleigh. Modification of the disc rule was urged.

Labor Board Asks AFM to End Strike

Green Repudiates Union For WJJD, KSTP Stoppages

THE NATIONAL War Labor Board late Friday requested the AFM to direct its members on strike at WJJD Chicago to return to work immediately and to follow orderly procedures for settling the dispute. The following telegram was sent by Clyde M. Mills, chief of the Strike Section of the Board, to James C. Petrillo, AFM president; William J. Friedman as counsel to WJJD, and Edward Benkert, secretary of Local 10, AFM:

"The Secretary of Labor and the U. S. Conciliation Service, under authority of the President's Executive Order and the War Labor Disputes Act, certify today to the NWLB the dispute involving AFM Local 10 and Radio Station WJJD. The NWLB is informed that some members of Local 10 are engaged in a work stoppage.

Violates Pledge

"This work stoppage is in violation of labor's pledge to the President and the national policy of the Government that there shall be no strikes for the duration of the war. You are directed to convey to your members the request of the NWLB that they return to their jobs immediately and follow the orderly procedures set up by their Government for the disposition of labor disputes in wartime."

The NWLB action was taken following a repudiation by William Green, president of the AFL, of "make-work" strikes called by Mr. Petrillo at WJJD and the Minneapolis studios of KSTP. Mr. Green termed the strikes a violation of the AFL's "no strike" pledge during wartime.

Mr. Green notified Ralph L. Atlass, president of WJJD, that he would call upon AFM officers to order the musicians to return to work and settle the dispute through mediation. As BROADCASTING went to press Friday, Mr. Green had not yet been able to reach Mr. Petrillo in Chicago by telephone.

A spokesman for Mr. Green asserted that the AFL head was in disagreement with newspaper reports that his telegram to Mr. Atlass implied criticism of Mr. Petrillo's tactics in calling off the musicians from the station. It was pointed out that Mr. Green cannot enter into the merits of a local dispute but that in conformity with the general AFL policy against strikes in wartime, he would urge Mr. Petrillo to have the men return to their jobs and submit the case to the proper agency for conciliation.

A similar assurance was made by Mr. Green to Stanley Hubbard, president of KSTP, who had refused union demands for a 59% wage increase and an addition of eight members to its staff of 20 musicians. In a statement to the Minneapolis AFM local, Mr. Hubbard declared he was "tired of being sandbagged" into hiring more men than he needed and asked for "a showdown" to determine whether the Government will tolerate "illegitimate union activity".

Musicians at WJJD failed to report for work on April 13 after the station refused a union demand to double to 20 the number of musicians employed [BROADCASTING, April 17]. Last Wednesday the musicians removed their instruments from the studios, telling station officials they had been advised by Mr. Petrillo "to look for jobs elsewhere".

Following the WJJD walkout, Mr. Atlass sent the following telegram to Mr. Green:

A strike has been called on our station by the Chicago Federation of Musicians. There is no dispute over wages or working conditions. The union demand is that we employ 20 men to do the work now being easily done by 10 men now working a 25-hour week. This demand is contrary to the public interest. It is economically unsound.

We have asked the Chicago Federation of Musicians to have the dispute settled by the appropriate governmental agency established for this purpose. They have refused the services of the U. S. conciliators and all other established agencies. We have appealed to James C. Petrillo, president of the AFM. He cannot be reached by telephone and has not answered our wire.

We are financially responsible. We are agreeable that the results of any governmental determination of this dispute be made retroactive. There has been no strike vote by our employes. Recalling labor's 'no-strike' pledge we are asking that you use your office to call off this strike and see that any matter in dispute is referred to the Government agencies established for this very purpose. We will abide by their decision.

In reply to this telegram, Mr. Green advised:

Regret to learn of strike of musicians employed in your radio station. Such strike cannot be authorized by the American Federation of Labor. It is in violation of the no-strike pledge. Grievances should be taken up for settlement through agencies created for settling controversies which may arise between employers and employe. Will call upon officers of the musicians international union to return to work and settle the grievance as herein suggested.

Mr. Atlass replied to Mr. Green as follows:

Thank you for the wire. It is gratifying to know we have your support to conduct this labor dispute through orderly processes. We are prepared to proceed at once before the War Labor Board or other Government agencies.

AFM Demands

Petrillo's demands of WJJD Chicago are that the station double to 20 the number of musicians it now employs, and at the same rate of $75 weekly for a maximum five-hour, five-day week. Five girl clerical workers, in addition to their own duties are turning platters at WJJD during the strike. They have police protection.

The union has refused government conciliation in the dispute, although both stations have agreed to abide by any American Federation of Labor decision.

Following is the statement Hubbard sent to the AFM, Minneapolis Local No. 73:

"We are tired of being sandbagged by the musicians' union into agreeing to hire men we do not need, and it seems to us it is about time for a showdown to determine whether the government is going to stand for sandbagging and illegitimate union activity.

"The sandbagging started at a time when stations agreed to a quota to relieve unemployment among musicians caused by the making of transcriptions. It was not long after stations had agreed to the quota that we discovered so-called unemployment due to transcriptions was a farce, and the whole matter had been misrepresented to us by the AFM.

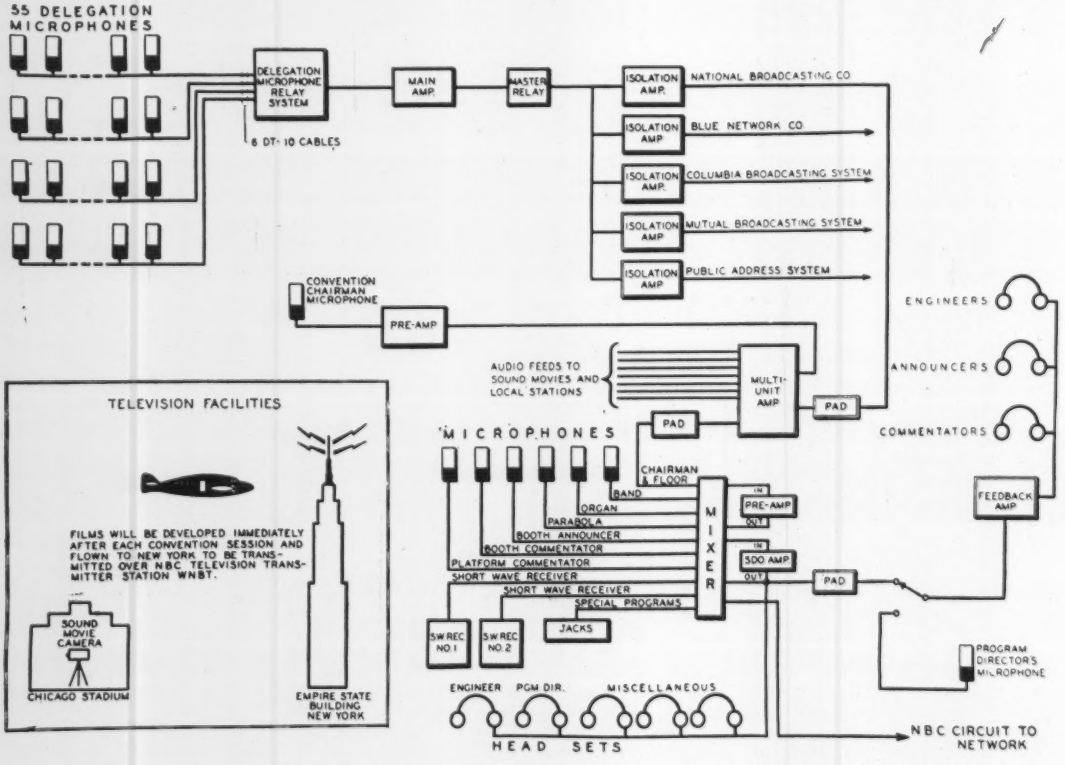
Should Notify

"Now that Petrillo has put a ban on the making of transcriptions and is demanding a royalty from transcription and record makers, his only fair move should be to notify stations that the quota is no longer necessary, and his union should not only refrain from making a quota but from demanding that a certain number of musicians be hired. They should confine their activities to the amount of wages to be paid. Instead of asking stations to pay royalty in the form of a quota, Petrillo should be paying high tribute to the stations for the musicians we have been hiring all these years since they were kicked out of theaters by the motion picture industry.

"We have agreed to meet the wage demands of the union, subject of course, to approval of the War Labor Board, and the only issue is whether we shall employ men we do not need. To carry out our firm determination of supporting the war effort 100% we would rather suffer the inconvenience of this strike than be forced to employ men we do not need at a time when our government is scraping the bottom of the barrel in search of manpower.

"Two state conciliators tried to settle this strike but they were unable to do anything with the union, so they gave up. We requested that the WLB take jurisdiction, and they arranged with the

(*Continued on page 83*)



NATIONAL BROADCASTING COMPANY'S PROGRAM FACILITIES FOR NATIONAL POLITICAL CONVENTIONS
CHICAGO STADIUM - 1944

SEVERAL TONS of microphones, amplifying units, intricate control panels, telephones, teletypwriters, shortwave equipment, special wiring, cables and other equipment is involved in the engineering of this NBC communications layout for sight and sound coverage of the forthcoming national political conventions (Republican-June 26, Democratic-July 19) to be held in Chicago Stadium. The more than 50 microphones located on the floor and certain other facilities will be shared by the four networks [BROADCASTING, Mar. 6].

BACK THEY COME FOR MORE!

Everybody knows 1943 was a year in which many former non-advertisers finally climbed on the bandwagon—a year in which many small advertisers became *big* advertisers.

During 1943, this "new blood" accounted for a large part of the total list for most advertising media. *At WHO, however, 86% of our advertisers during 1943 were RENEWAL users!*

To us, that seems to prove several things. First, that WHO has long served *most* of the logical advertisers in Iowa Plus. Second, that WHO must certainly have done a job for *old* advertisers, to get such high renewals even during a boom year for *new* advertisers. Third, that WHO still finds ways to serve new advertisers, despite an unprecedented demand for time.

We thought you'd be interested!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Ludlam Succeeds Phil Cohen As OWI Radio Bureau Chief

New Director Plans Close Cooperation With Industry; Jack Mullen to Direct New York Office

GEORGE P. LUDLAM, deputy chief in charge of the New York office of the OWI Domestic Radio Bureau, was named last week to become chief of the Bureau, succeeding Philip H. Cohen who resigned after serving OWI and its predecessor agency, Office of Facts and Figures, for two and one-half years.

Mr. Cohen

Announcement of Mr. Cohen's resignation was made by George W. Healy Jr., OWI Domestic Director, who explained that when Mr. Cohen assumed the position of chief last November he did so with the understanding that he would accept for a term of six months. Mr. Cohen plans to enter the military service.

The operations of the New York office will be directed for the present, by Jack Mullen, former vice-president of Benton & Bowles, who will continue in charge of the editorial and production division. He has been with OWI about a year and was one of the original radio consultants of the Bureau.

Mr. Mullen

Well Known in Radio

Mr. Ludlam is well known in industry circles, having had 14 years experience in radio, including six years with NBC's program department. For several years he headed his own program building agency, organizing and producing shows for commercial accounts. Prior to entering the OWI in February, 1943, he was assistant chief of the radio division of the Office of Civilian Defense. He is a graduate of Harvard, class of 1925.

In assuming his new post, Mr. Ludlam plans to work closely with the industry; through the War Advertising Council, in carrying on the operations of the Bureau. He is deeply appreciative of radio's contributions to war information campaigns. "After all", he told BROADCASTING, "it is the cooperation extended by the advertisers, agencies, stations and networks which is responsible for the success of the Bureau's operation".

In leaving OWI, Mr. Cohen, although not yet 33, leaves behind a long career in government as radio producer and administrator. He came to OFF in 1941 as chief of government liaison under Bill Lewis, former CBS vice-president, who then headed the Radio Bureau. He continued in the same capacity when OFF was absorbed by OWI, becoming deputy chief of the Bureau about a year ago. He became chief of the Bureau last October, succeeding Don Stauffer who returned to his post with Ruthrauff & Ryan.

Earlier, in 1936, Mr. Cohen joined the Radio Division of the Office of Education where he was responsible for many innovations in the field of educational programs, including *Americans All-Immigrants All, Wings For The Martins*, and *Gallant American Women*. In 1938 he studied BBC broadcasting methods on a Rockefeller Foundation fellowship, returned the next year to the Office of Education and in 1940 organized the Radio Project in cooperation with the Library of Congress which produced the first important radio documentaries in America. Among these were *The Ballad Hunter, Hidden History* and *America Speaks*.

In addition to his work in production, Mr. Cohen has lectured extensively on radio at Harvard, Northwestern and other colleges and has written various articles on broadcasting. He has also been active in the formation of the Association for Education by Radio.

OWI RADIO CHIEF

MR. LUDLAM

3 FMs, 2 Videos Sought

APPLICATIONS were filed with the FCC last week for three new FM stations and two new commercial television stations. Requesting new FM outlets are Cornell University, Ithaca, N. Y.; Tribune Building Co., licensee of KLX Oakland, Cal., and the Associated Broadcasters Inc., licensee of KSFO San Francisco, which also applied for a new commercial video station for San Francisco. Other commercial video application, returned because it was incomplete, was filed by Michael Alfend and Truman L. Brown, St. Louis. Facilities requested in these applications are found on page 84.

Two New Locals Granted by FCC

Valley Broadcasting and WISH Group Acquire CPs

CONSTRUCTION permits for two new local standard stations were granted by the FCC last week, one for South Bend Ind., requested by the South Bend Broadcasting Corp. which is owned by Indiana broadcasters with interests in WISH Indianapolis, and the other for West Point, Ga., sought by the Valley Broadcasting Co., a partnership which also owns WDAK Columbus, Ga. Both grants are subject to the FCC-WPB statement of policy of Jan. 26 relating to the use of restricted critical materials.

Mr. McConnell

C. Bruce McConnell, president and one-third owner of WISH Indianapolis, is president and 51% owner of South Bend Broadcasting. WISH general manager Robert E. Bausman holds 26% of the South Bend Broadcasting stock as secretary, and E. W. Harris, also one-third owner and treasurer of of WISH, is treasurer and holder of 15% interest in the South Bend corporation. The remaining 6% interest is equally divided between Al Hosinski, vice-president, U. S. Marshal at South Bend, and Maj. Joseph G. Wood, U.S.A. Both are Indiana attorneys. All of the stockholders are directors. Facilities granted the new Indiana local are 250 w unlimited time on 1490 kc.

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, composing the partnership doing business as Valley Broadcasting, were granted their petition for reconsideration and grant of application for a new local outlet for West Point, Ga. to operate with 250 w unlimited time on 1490 kc. Valley Broadcasting in October 1943 was granted permission to move WDAK, operating fulltime on 1340 kc with 250 w, from West Point to Columbus, Ga.

Two to Join NBC

TWO 250-watt stations join the NBC Network as basic supplementary outlets effective May 1. They include WEST Easton, Pa., operated on 1400 kilocycles by Associated Broadcasters, Inc., and WAZL Hazelton, Pa., operated on 1450 kilocycles by Hazelton Broadcasting Service, Inc. Additions bring the total number of NBC affiliates to 148.

Pure Oil Renews

PURE OIL Co., Chicago (gasoline and oil), on May 8 will renew sponsorship of the news program featuring H. V. Kaltenborn, 7:45-8 p.m., on 33 NBC stations. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

FCC Approves Brush-Moore Acquisition Of Other WPAY 50% After 4 Years

WHAT HAD been heralded as the original newspaper ownership case was decided by the FCC last Wednesday in granting the application of the Brush-Moore Newspapers Inc. to acquire the additional half interest in WPAY Portsmouth, O., for $20,000. The case, which had been pending for more than four years, entailed the issue of purported local monopoly in public opinion, since the *Portsmouth Times*, Brush-Moore newspaper, is the only newspaper in the city and WPAY the only station. Brush-Moore had owned 50% of the station.

The Commission, by a 4-1 vote, approved the transfer of 50% interest from Chester A. Thompson, Cleveland investment banker, for $20,000, and also renewed the license of the station to operate on 1400 kc with 250 w unlimited time. The case had been fraught with controversy and was regarded as a test of the newspaper ownership issue until the FCC last January dismissed the newspaper divorcement orders and decided to consider cases on individual merits.

Acting Chairman Walker and Commissioners Craven, Case and Wakefield voted for the transfer and license renewal. Commissioner Durr dissented. Chairman Fly was absent and Commissioner Jett did not vote because he was not a member at the time the case arose.

Brush-Moore also is the owner of WHBC Canton, O., and operates a half-dozen newspapers in Ohio and Maryland.

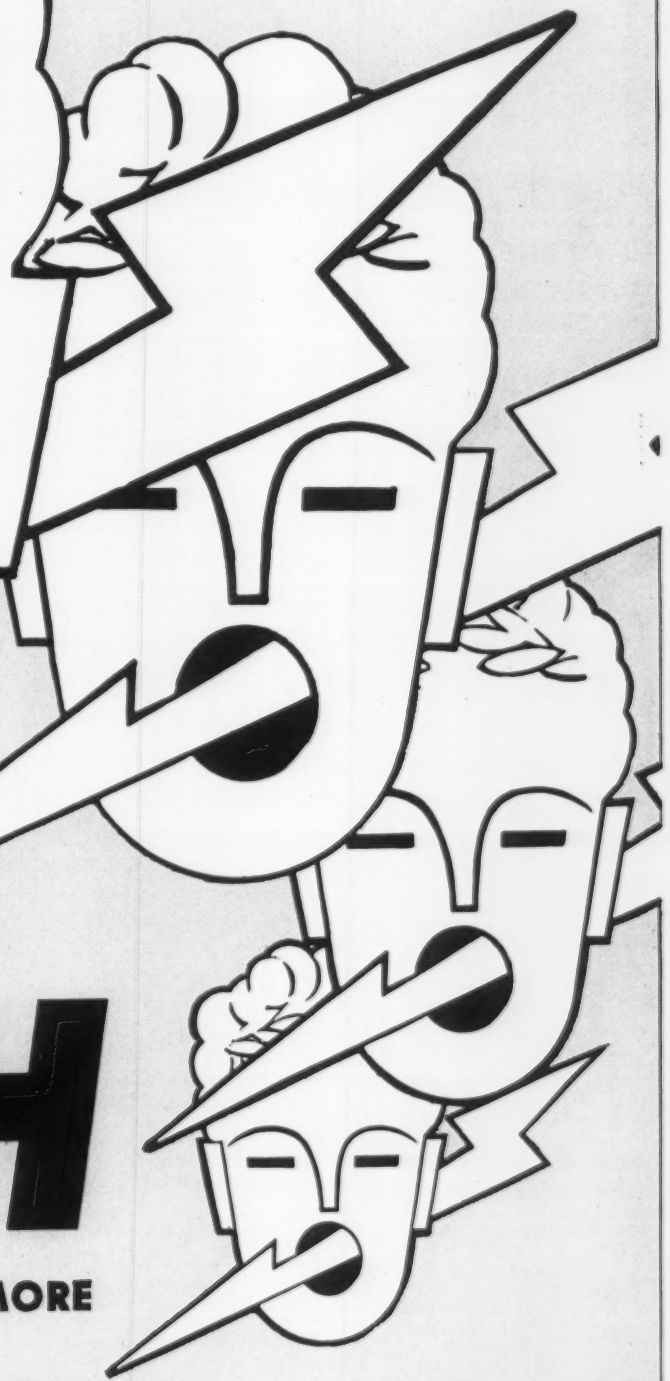
At the same meeting, the FCC adopted as final, proposed findings denying the application of WROL Knoxville, for modification of its license to change its operating assignment without prejudice to the filing of an application which would not increase interference to KWFT Wichita Falls, Tex., and which would otherwise conform to good engineering practices. The station, operating on 620 kc with 1,000 w local sunset and 500 w night, had sought an increase in power to 1,000 w unlimited time.

The Commission also adopted proposed findings of facts and conclusions proposing to deny the application of WMAM Marinette, Wis., for modification of license to change hours of operation from daytime only to unlimited time on 570 kc with 100 w night and 250 w local sunset. This was done without prejudice to the filing of an application for unlimited time on a local frequency.

1,207,436 Civilians in Baltimore!

That's the latest Baltimore area census figure. There'll be no sudden collapse in 1944 of Baltimore worker payrolls. Most firms doing war work were here before the war and will be needed in 1944. They employ 2/3 of the workers. To reach these workers use W-I-T-H!

On The Air 24 Hours A Day—7 Days A Week



WITH

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.

(Corrected to April 22, 1944)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLM, CHICAGO — Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, director.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

WGNB, CHICAGO — Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE — Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON — Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD — Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—Licensed to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, director; Elizabeth Whitehead, stn. director.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK —CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

WNBF-FM, BINGHAMTON — Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, director.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Ralio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: M. S. Novik, director; John De Prospo, Bertrand Arnow.

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: John V. L. Hogan, president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, commercial manager; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. G. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFM, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM — Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; James Blower, program director; Herbert Welch, promotion.

PENNSYLVANIA

KYW-FM, PHILADELPHIA — Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ulmer, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA — Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: Clifford C. Harris, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Lew London, director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH — Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel. Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE

WSM-FM, NASHVILLE — Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, program director; Charles Golling, merchandising and promotion manager; D. W. Gellerup, chief engineer (on leave); Phillip Laeser, transmitter supervisor.

WDUL, SUPERIOR—Licensed to Head of The Lakes Broadcasting Co. (WEBC). Frequency: 44.5 mc. Walter C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. B. Persons, chief engineer.

FORMULA
for a successful woman's program

Nancy Grey, popular WTMJ woman commentator, visited London in 1935 and ran across a booklet in the BBC library, which neatly sums up her philosophy about women's programs.

"The woman commentator," said the booklet, "should stimulate women into new appreciation or activity, to awaken them to their own potentialities."

That, precisely, is what Nancy Grey has been doing six days a week for 12 years on her popular 8:30-9 a. m. "What's New" program.

Each year Nancy and "Tyro" (her portable transcription machine) spend three months trekking across America, Canada and Mexico. Wherever Nancy and "Tyro" go, they ferret out creative personalities that Nancy feels will stimulate and interest her vast listening audience.

As a result, "What's New" is filled with live, throbbing, interesting stories, interviews and comments. There is not another woman's program quite like "What's New." Its soundness is proven by the audience that has come to welcome Nancy Grey as a daily radio visitor.

Here is another of the outstanding programs that make WTMJ Wisconsin's best programmed, best listened to, best selling station.

WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

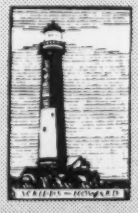
National Representatives, Edward Petry and Company, Inc.

All day Long

49.6%* OF CINCINNATI'S AUDIENCE LISTENS TO

WCPO

Questions	A	WCPO	C	D	E
Which station do you listen to most during the daytime?	% 1.5	% 49.6	% 10.2	% 11.3	% 27.4



* Shown by a Radio Quiz, held through blind ads in all Cincinnati Papers, which brought 1608 replies. Received and tabulated by two impartial Cincinnati Advertising Agencies, these replies show WCPO Cincinnati's most listended to station ALL DAY LONG!

WCPO

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

Radio Highlighted On ANA's Agenda

May 1-3 Meet to Hear Results Of Public Opinion Survey

ASSN. of National Advertisers will open its three day meeting at the Westchester Country Club, Rye, N. Y., May 1-3 with a session on new concepts of advertising functions, covering the relation of advertising to top management, sales and public relations. Speakers will include Marvin Bauer, of McKinnsey & Co., management consultants.

Paul Ellison, director of advertising of Sylvania Electric Products, New York, is chairman of the program committee. Agenda has been lined up with additional speakers to be announced shortly. Highlights of the meeting for the radio industry should be a meeting of the 1944 ANA radio committee, Tuesday, May 2, and announcement of the results of Opinion Research Corp.'s pilot survey of public opinion on questions affecting national advertising, Wednesday, May 3.

Participating in an afternoon panel discussion May 1 on marketing and distribution will be Dr. Paul L. Nystrom, professor of marketing, Columbia U. School of Business; Don Mitchell, vice-president in charge of sales of Sylvania Electric Products; and Atherton W. Hobler, chairman of the board of Benton & Bowles. Moderator will be Robert Brown, of Pillsbury Flour Mills.

ANA members will take part in a case history session Tuesday morning, May 2 on what advertising departments are doing to build for the future. Afternoon session will concern Cooperative Analysis of Broadcasting, the Advertising Research Foundation and other media research groups. There will be round-tables on government and legislative subjects, and on media including radio.

Discuss FM, Television

The 1944 radio committee will discuss radio research, televison, FM and checking spot radio, Tuesday afternoon. Joseph M. Allen, of Bristol-Myers Co., will preside in the absence of the committee chairman, D. B. Stetler, of Standard Brands.

Stories of successful campaigns by national advertisers will be reviewed at the concluding session Wednesday, when the pilot survey results will also be announced.

Cyrus Ching, U. S. Rubber Co., director of industrial and public relations, will be the Wednesday luncheon speaker.

P & G Buys Full Blue

PROCTER & GAMBLE Co., Cincinnati has ordered the full Blue network Monday through Friday, 12 noon-12.30 p.m. starting July 3 for an unnamed program [BROADCASTING, April 17]. Product and agency have not been determined.

WORL

TIED FOR

FIRST PLACE

In Boston

THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

*According to latest C. E. Hooper Survey, Fall and Winter 1943 to 1944 from 9:45 A. M. to 10 A. M., Monday through Friday.

★ THIS AIN'T HAY!

($)

Memphis is the world's largest cotton market, handling more cotton than all other American markets combined. The value of cotton and cottonseed, grown and sold in this vast Memphis area, totals two-thirds of a billion dollars!

($)

We say that ain't hay, and we also know that WMC reaches this market quickly, effectively, dominantly.

WMC

★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

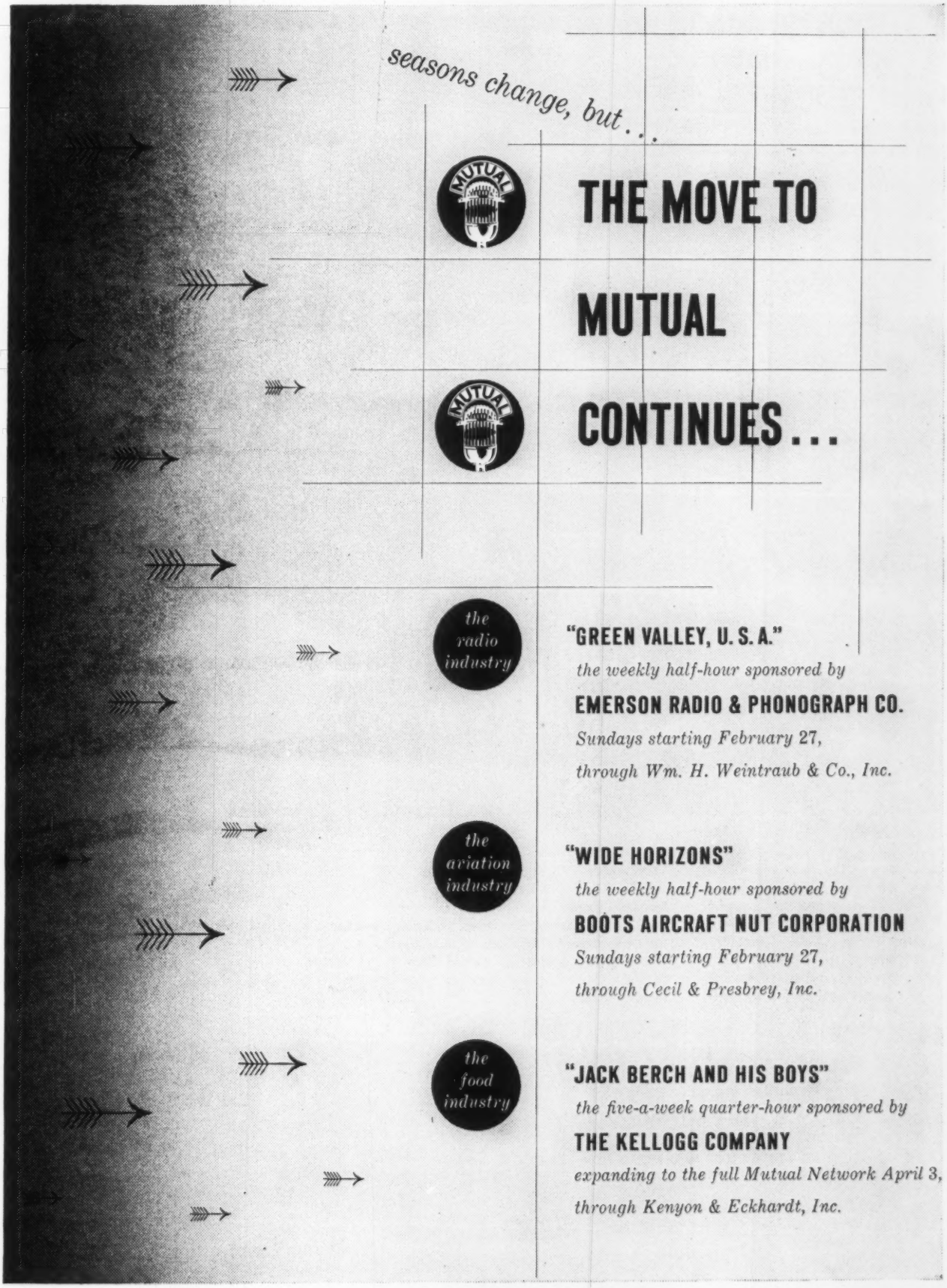
MEMBER OF SOUTH CENTRAL QUALITY NETWORK: WMC - Memphis WJDX - Jackson, Miss. KARK - Little Rock WSMB - New Orleans KWKH - KTBS - Shreveport

PENDING FM APPLICATIONS

(*Continued from page 12*)

Decatur	Commodore Broadcasting, Inc. (WSOY) (99.6% of stock owned by Decatur Newspapers Inc., publisher of Decatur Herald and Review; same ownership as Champaign-Urbana (Ill.) Evening Courier)	46,500	15,708	47,800
Springfield	Commodore Broadcasting Inc. (Same as above	46,900	8,050	47,800
Rock Island	Rock Island Broadcasting Co. (WHBF) (Controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of Rock Island Argus)	44,500	3,000	16,350
Rockford	Rockford Broadcasters Inc. (WROK) (100% of stock owned by Rockford Consolidated Newspapers, Inc., publishers of Rockford Morning Star and Rockford Register Republic)	47,100	3,900	23,510
Quincy	Illinois Broadcasting Corp. (WTAD)	44,100	15,300	53,360
INDIANA				
Indianapolis	Capitol Broadcasting Corp. (WISH)	48,700	14,120	60,000
Indianapolis	Indianapolis Broadcasting Inc. (WIRE) (100% of stock owned by Central Newspapers Inc.)	45,300	13,640	155,000
Indianapolis	WFBM, Inc. (WFBM) (Chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of Pittsburgh Sun-Telegraph, Hearst newspaper)	47,700	------	------
IOWA				
Cedar Rapids	The Gazette Co. (Owner and Publisher of The Gazette, daily)	44,700	7,400	40,900
Des Moines	Central Broadcasting Co. (WHO)	46,100	18,200	125,000 to 150,000
Dubuque	Telegraph Herald (KDTH) (Publisher of Telegraph Herald)	46,500	8,060	44,010
Waterloo	Josh Higgins Broadcasting Co. (KXEL)	44,300	26,943	94,500
KENTUCKY				
Ashland	Ashland Broadcasting Co. (WCMI)	46,100	4,160	11,300
Lexington	American Broadcasting Corp. of Ky. (WLAP)	45,100	6,300	11,600
Louisville	Courier-Journal and Louisville Times Co. (WHAS) (Publisher of Courier-Journal & Times)	45,700	13,200	11,590
LOUISIANA				
New Orleans	Loyola University (WWL)	44,900	8,478	44,000
MAINE				
Portland	Portland Broadcasting System Inc. (WGAN) (495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of Portland Press Herald and Portland Express; Augusta Kennebec Journal and Waterville Sentinel)	47,100	3,980	25,000
MARYLAND				
Baltimore	The Baltimore Radio Show Inc. (WFBR)	45,900	5,500	32,550
Baltimore	Maryland Broadcasting Co. (WITH)	48,900	2,904	14,310
Baltimore	The Monumental Radio Co. (WCAO)	47,900	4,520	16,560
Olney	Edwin H. Armstrong, C. M. Jansky Jr. and Stuart L. Bailey d/b as FM Development Foundation	43,900	18,844	133,500
Salisbury	The Peninsula Broadcasting Co. (WBOC)	48,900	6,000	25,000 to 40,000
MASSACHUSETTS				
Boston	Columbia Broadcasting System Inc. (WEEI)	43,500	20,200	198,000
Boston	Matheson Radio Co. Inc. (WHDH)	47,700	3,600	45,000
Holyoke	The Hampden-Hampshire Corp. (WHYN) (All stock of station owned by owners of Holyoke Transcript-Telegram and Daily Hampshire Gazette, Northampton, Mass.)	44,100	14,340	80,000
Lawrence	Hildreth & Rogers Co. (WLAW)	44,900	2,970	19,060
New Bedford	E. Anthony & Sons Inc. (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard Times)	45,700	1,787	17,350
Pittsfield	Monroe B. England (WBRK)	45,700	950	23,400
MICHIGAN				
Battle Creek	Federated Publications Inc (WELL) (Publishers of Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal)	48,100	4,100	13,000
Dearborn	Herman Radner (WIBM)	49,500	------	------
Detroit	James F. Hopkins Inc. (WJBK)	46,500	6,790	14,000
Detroit	King-Trendle Broadcasting Corp. (WXYZ)	47,300	6,750	33,460
Detroit	WJR, The Goodwill Station (WJR)	45,300	6,800	100,200
Grand Rapids	King-Trendle Broadcasting Corp. (WOOD)	46,900	5,300	41,545
Jackson	WIBM Inc. (WIBM)	49,500	------	------
Lansing	WJIM Inc. (WJIM)	47,700	3,800	11,850
Muskegon	Ashbacker Radio Corp. (WKBZ)	45,700	2,290	12,000
Port Huron	The Times Herald Co. (Publisher of Times Herald)	47,700	5,600	44,300
Saginaw	Saginaw Broadcasting Co. (WSAM)	45,500	2,100	------
MISSOURI				
Kansas City	Midland Broadcasting Co. (KMBC)	46,500	6,700	------
St. Joseph	KFEQ, Inc. (KFEQ) (42.8% of stock owned by the News Corp., publisher of the St. Joseph News-Press and St Joseph Gazette)	46,900	------	------
St. Louis	Columbia Broadcasting System Inc. (KMOX)	45,900	13,400	83,000
St. Louis	Globe-Democrat Publishing Co. (Publisher of Globe-Democrat)	44,700	13,083	148,000

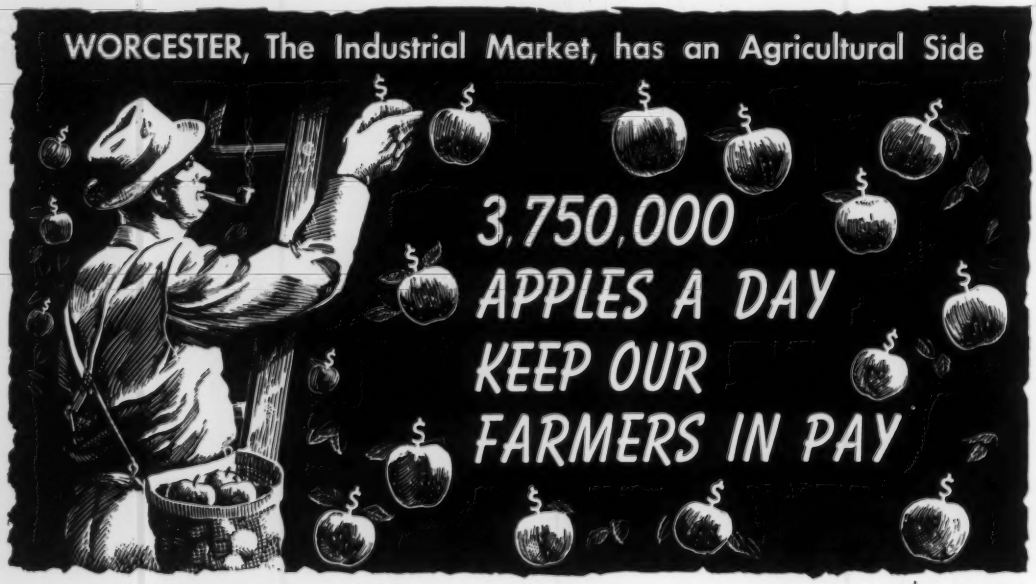
(*Continued on page 24*)


seasons change, but . . .
MUTUAL
THE MOVE TO
MUTUAL
MUTUAL
CONTINUES . . .
the radio industry
"GREEN VALLEY, U. S. A."
the weekly half-hour sponsored by
EMERSON RADIO & PHONOGRAPH CO.
Sundays starting February 27,
through Wm. H. Weintraub & Co., Inc.
the aviation industry
"WIDE HORIZONS"
the weekly half-hour sponsored by
BOOTS AIRCRAFT NUT CORPORATION
Sundays starting February 27,
through Cecil & Presbrey, Inc.
the food industry
"JACK BERCH AND HIS BOYS"
the five-a-week quarter-hour sponsored by
THE KELLOGG COMPANY
expanding to the full Mutual Network April 3,
through Kenyon & Eckhardt, Inc.

(Continued from page 22)

St. Louis	Pulitzer Publishing Co. (KSD) (Publisher of St. Louis Post-Dispatch)	45,500	13,391	34,610
St. Louis	St. Louis University (WEW)	45,100	13,000	38,200
St. Louis	Star-Times Publishing Co. (KXOK) (Publisher of St. Louis Star-Times)	44,700	12,480	35,100
NEBRASKA				
Omaha	World Publishing Co. (KOWH) (Publisher of Omaha World-Herald)	45,500	11,660	39,000
NEW HAMPSHIRE				
Manchester	The Radio Voice of New Hampshire Inc. (WMUR) (5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the Citizen)	43,500	31,630	51,500
NEW JERSEY				
Ewing Twp.	Mercer Broadcasting Co. (100% of stock owned by Trenton Times Corp., publisher of Trenton Evening Times, Morning State Gazette and Trenton Sunday Times-Advertiser)	49,900	3,200	20,450
Newark	New Jersey Broadcasting Corp. (WHOM)	49,100	6,200	36,500
Paterson	North Jersey Broadcasting Co. Inc. (WPAT)	49,900	4,928	45,000
NEW YORK				
Albany	WOKO, Inc. (WOKO) (25% of stock owned by the Press Co. Inc., publisher of Albany Knickerbocker News)	45,100	7,164	19,200
Brooklyn	Frequency Broadcasting Corp. (100% of stock held by Yarrum Inc. who owns 25% of stock of Metropolitan Engineering Co. which is engaged in manufacture of steel stampings, electric welded products and fin tubes for steam boilers)	43,700	14,400	30,500
Ithaca	Cornell University (WHCU)	43,300	15,000	35,000
New York	The American Network Inc. (50% of stock owned by five separate newspaper publishing corporations—The Journal Co., WCAE Inc., Indianapolis Broadcasting Inc., Star-Times Publishing Co. and The Constitution Publishing Co.)	47,900	8,840	
New York	Blue Network Co. Inc. (WJZ)	47,900	8,950	41,750
New York	Debs Memorial Radio Fund Inc. (WEVD) (Among co-operative backers are directors of the Jewish Daily Forward; the newspaper company itself has no interest or control)	48,700	8,600	45,100
New York	Greater New York Broadcasting Corp. (WNEW)	48,700	8,500	37,500
New York	National Broadcasting Co. (WEAF)	45,100	8,500	28,250
New York	New York Times Company (Publisher of New York Times)	45,500	8,250	87,000
New York	News Syndicate Co., Inc. (Publisher of New York Daily and Sunday News)	47,900	8,500	86,600
New York	WBNX Broadcasting Co. (WBNX)	48,300	8,730	30,700
New York	WMCA Inc.	48,300	8,550	
Ogdensburg	St. Lawrence Broadcasting Corp. (WSLB)			16,250
Syracuse	Central New York Broadcasting Corp. (WSYR)	46,300	6,800	22,000
Syracuse	Onondaga Radio Broadcasting Corp. (WFBL)	45,900	6,745	28,624
Utica, Watertown	WIBX Inc.	45,700	10,290	41,300
White Plains	The Brockway Co. (WWNY) (Owned & operated by Watertown Times)	47,300	4,145	35,060
	Westchester Broadcasting Corp. (WFAS) (Controlled by Valentine E. and J. Noel Macy, publishers of Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York)	49,900	435	20,260

(Continued on page 26)



Glance down the nation's 3000 counties in the fruit producing column. Stop at the 22nd, Worcester County, which is the WTAG market. Within 40-45 days in the Fall, 1,000,000 bushels of apples (or approximately 3,750,000 apples a day) go to market or into storage. Every bit of this important rural area right along with Worcester's BIG industrial market is dominated by WTAG — from the INSIDE. Here's evidence. When the Worcester County Extension Service queried farmers, 395 out of the 403 who replied, wrote that they listened to the 6:15 a. m. agricultural program over WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

Kolynos Sponsors Disc Series in Latin America

KOLYNOS CO., Jersey City, a division of American Home Products, has exclusive radio rights in Latin America to the first series of 39 transcribed English lessons, *Let's Learn English*, twice weekly quarter-hour program starting June 1.

Program which will be carried on some 70 stations to promote Kolynos toothpaste, is a counterpart to *Time* Magazine's *Let's Learn Spanish*, heard locally in this country. All Latin American countries with the exception of Argentina, where radio restrictions are severe, will hear the program at the request of Latin American officials. Transcriptions are prepared by Empire Broadcasting Co., New York, and Irwin Vladimir Co., New York, is the export agency for Kolynos, with option on Latin American rights to any sequel to the series.

New Westinghouse Card

WESTINGHOUSE RADIO Stations Inc. have issued a new rate card (No. 3A) for WBZ Boston KDKA Pittsburgh and KYW Philadelphia dated March 15. WBZ evening hour rate has increased from $460 to $500 and evening announcements from $46 to $50 with corresponding increases for daytime and after 10:30 p.m. periods. Weekly discount scale is now based on expenditures of $100 to $600 instead of the former $92 to $552. Similarly at KDKA the evening hours rate has risen from $500 to $560 evening announcements from $50 to $60 and weekly discounts on expenditures of $112 to $672 instead of the former $100 to $600. KYW rates for program time remain the same except for the early morning *Musical Clock* for which the hourly rate has risen from $550 to $825 per week. Announcements are also up from $44 to $50 in the evening with corresponding rises for other hours.

MAJ. DICK DIESPECKER, radio liaison officer for the Canadian Army Public Relations, Ottawa, has just turned out his first book of poetry, *Between Two Furious Oceans*. A second book will appear in the fall. His outstanding poetic works, *Prayer for Victory*.

KSD IN ST. LOUIS

has the News!

KSD is the dominant news station in St. Louis. It is the only station in St. Louis with full-time, 24-hour service from both Associated Press and Press Association, Inc.

has the Shows!

KSD has NBC programs—therefore carries the best shows, the top stars, the finest entertainment in radio.

has the Audience!

KSD has a greater daytime population coverage area than any other St. Louis station.

USE KSD IF YOU WANT BETTER RESULTS

RADIO STATION KSD

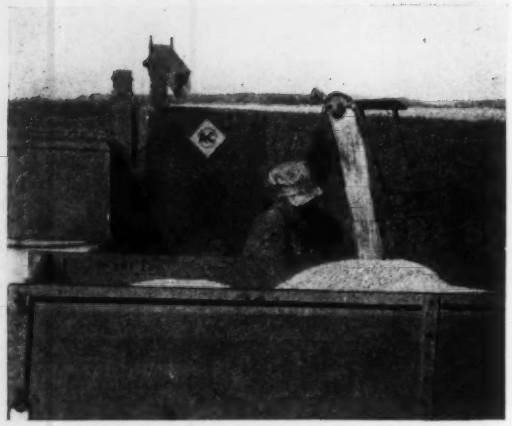
Owned and Operated by the St. Louis Post-Dispatch

A Distinguished Broadcasting Station

National Representative

FREE and PETERS

INC.



How To Reap More Than You Sow!

Believe it or not, this Iowa farmer is harvesting *munitions*! Munitions in the raw—*soybeans*!

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks, and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Iowa is the leading corn state, too. And corn is finding its way into ethyl and butyl alcohol, lactic acid, smokeless powder, synthetic rubber, plastics, etc.

Call it *chemurgy* if you want to. But it's also one of the reasons why the No. 1 Farm Market is richer today than ever before—will be richer still in the years ahead. To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. For KMA is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the three million people in its 152 primary counties.

Availabilities are limited so check with Free & Peters about *your* schedule—*today*!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

(*Continued from page 24*)

NORTH CAROLINA				
Durham	Durham Radio Corp. (WDNC) (100% owned by Durham Herald Co., publisher of Durham Morning Herald and Sun)	-----	-----	-----
Raleigh	WPTF Radio Co. (WPTF)	43,300	23,343	118,610
Winston-Salem	Piedmont Publishing Co. (WSJS) (Publisher of Winston-Salem Journal and Twin City Sentinel)	46,700	4,600	9,850
OHIO				
Ashtabula	WICA Inc. (WICA) (94% of stock owned by C. A. Rowley, publisher of of the Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio dailies)	48,900	4,116	31,050
Cleveland	National Broadcasting Co. Inc. (WTAM)	43,700	-----	190,000
Cleveland	United Broadcasting Co. (WCLE) (WHK) (756 6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of Cleveland Plain Dealer and chief owner of Cleveland News)	48,500	8,420	130,000
Cleveland	WGAR Broadcasting Co. (WGAR)	45,500	8,500	150,000 to 175,000
Steubenville	The Valley Broadcasting Co. (WSTV)	-----	-----	-----
Toledo	The Toledo Blade Co. (Publisher of The Toledo Blade)	44,500	8,400	-----
Youngstown	The WFMJ Broadcasting Co. (WFMJ) (Controlled by William F. Maag, Jr., publisher of Youngstown Vindicator)	44,100	15,610	72,695
OKLAHOMA				
Oklahoma City	Plaza Court Broadcasting Co. (KOCY)	-----	15,394	-----
Oklahoma City	WKY Radiophone Co. (WKY) (Same stock owners as Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman, Oklahoma City Times and The Farmer Stockman)	44,500	21,000	-----
OREGON				
Portland	Stanley M. Goard, Geo. W. Phillips, Robert T. Zabelle, James L. Murray co-partners d/b as Broadcasters Oreg., Ltd. (Goard—Radio Technician., Phillips—Insurance Agent & Loan Broker. Zabell—Sales, rentals & operation of Public address equipment. Murray—Sales representative & Office Equipment Specialist)	48,500	5,826	25,000
PENNSYLVANIA				
Bethlehem	Associated Broadcasters Inc (WEST) (Ownership affiliated with Lancaster Newspapers, Inc.)	48,500	2,800	43,900
Harrisburg	Keystone Broadcasting Corp. (WKBO) (Ownership affiliated with Lancaster Newspapers Inc.)	44,700	4,000	60,000
Lancaster	WGAL Inc. (WGAL) (Ownership affiliated with Lancaster Newspapers Inc.)	45,500	1,200	40,900
Philadelphia	Gibraltar Service Corp. (100% of stock owned by Bulletin Company publisher of The Evening Bulletin)	46,100	9,318	50,250 to 55,250
Philadelphia	WDAS Broadcasting Station Inc. (WDAS)	47,700	9,300	42,950
Pittsburgh	J. J. Laux, R. Teitlebaum, Meyer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N Berkman, C. C. Swaringen, J. Troesch & J. L. Merdian, partners, d/b as Liberty Broadcasting Co. (Some of partners have interest in WKNY, WSTV and WJPA)	-----	-----	-----
Pittsburgh	Pittsburgh Radio Supply House (WJAS)	46,500	8,400	21,850
Reading	Hawley Broadcasting Co. (Stockholders are owners of Reading Eagle Co., publisher of Reading Times and Eagle)	46,500	4,275	26,100
Sharon	Sharon Herald Broadcasting Co. (WPIC) (One stockholder holds stock in Sharon Herald Publishing Co.)	45,900	11,030	56,110
Wilkes-Barre	Louis G. Baltimore (WBRE)	-----	-----	-----
York	Susquehanna Broadcasting Co. (WSBA)	44,500	3,060	29,860
York	York Broadcasting Co. (WORK) (Ownership affiliated with Lancaster Newspapers Inc.)	45,100	1,550	40,900
RHODE ISLAND				
Providence	Maj. A. A. Schechter	-----	-----	-----
Providence	Cherry & Webb Broadcasting Co. (WPRO) (Department store affiliated)	47,500	6,207	90,000
Providence	The Outlet Co. (WJAR) (Department store)	48,500	7,520	41,000
SOUTH CAROLINA				
Charleston	Atlantic Coast Broadcasting Co. (WTMA) (Affiliated with Charleston News & Courier and Charleston Post)	47,700	6,400	45,700
Spartanburg	Spartanburg Advertising Co. (WSPA) (WORD)	43,500	26,600	150,000 to 175,000
TENNESSEE				
Knoxville	American Broadcasting Corp. (WBIR)	45,100	3,230	14,860
Nashville	Nashville Radio Corp. (Owned by The Nashville Banner Publishing Co. and Tennessean Newspapers Inc.)	46,500	16,000	200,000
TEXAS				
Amarillo	Amarillo Broadcasting Corp (KFDA)	45,100	5,600	11,025
Beaumont	KRIC Inc. (KRIC) (Owned by Beaumont Enterprise and Journal)	43,100	6,650	23,500

(*Continued on page 28*)

national 'names' sponsored LOCALLY ...make WXYZ a great station!

Harry Heilmann

Four-time American League batting champion HARRY HEILMANN is the featured voice of Detroit's top-rated news program (over WXYZ) and exclusive play-by-play describer of big-league baseball (over WXYZ) in the Motor City.

(Continued from page 26)

Houston	Houston Printing Corp. (KPRC) (Publisher of Houston Post; 97% of stock owned by Houston Post Co.)	46,500	10,500	29,985
San Antonio	Southland Industries Inc. (WOAI)	44,500	16,500	220,000 to 250,000
Wichita Falls	Rhea Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News)	46,500	12,800	------
UTAH				
Salt Lake City	Intermountain Broadcasting Corp. (KDYL)	43,500	------	------
VIRGINIA				
Richmond	Havens & Martin Inc. (WMBG)	46,100	12,130	40,425
WASHINGTON				
Spokane	Louis Wasmer Inc. (KHQ)	45,700	12,609	40,860
WEST VIRGINIA				
Beckley	Beckley Newspapers Corp. (Publisher of Beckley Post-Herald and Beckley Raleigh Register)	------	8,500	37,650
Charleston	Charleston Broadcasting Co. (WCHS)	------	------	75,000
WISCONSIN				
Green Bay	Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette)	------	------	------
Oshkosh	Oshkosh Broadcasting Co. (WOSH)	44,500	3,810	17,550
Wausau	Record-Herald Company (Publisher Wausau Daily Record-Herald)	46,500	------	------

KJBS 'Duopoly' Sale by Brunton & Sons To Syndicate Awaits Approval of FCC

SALE OF KJBS San Francisco by Julius Brunton & Sons to a syndicate for $200,000 cash, plus approximately $50,000 in adjusted payment, was completed last week in Washington, subject to FCC approval. Applications for the transfer, which would leave the Brunton interests with only one station in the San Francisco area—KQW, CBS outlet—will be filed with the FCC this week.

Mr. Franklin

While ownership of KJBS will pass from the Brunton family to the new syndicate, comprising broadcasters or their wives, and Sen. D. Worth Clark (D-Idaho), the management will remain unchanged, with E. P. Franklin, KJBS general manager, retaining his position. He also becomes a stockholder through acquisition of 10% of the stock.

'Duopoly' Sale

The transaction covered acquisition of all of the capital stock of KJBS by the syndicate for $200,000 cash, but with the additional $50,000 to be accounted for in adjustments of accounts receivable, insurance and other operating items. The sale is in keeping with the FCC's "duopoly" regulations ultimately banning dual ownership of stations in the same or overlapping markets, in view of the Brunton ownership of KQW. Contracts were filed in Washington last week by Ralph R. Brunton and his brother, Sherwood, for the Brunton company.

Under the transaction, ownership would be procured as follows: Mrs. Hope Pettey (wife of Herbert L. Pettey, director of WHN New York, and former FCC secretary) 25% for $50,000; Mrs. Betty Bingham, wife of Herbert M. Bingham, prominent Washington attorney 20% for $40,000; William B. Dolph, executive vice-presdent of WOL Washington, 15% for $30,000; Richard B. Dolph, his brother, 10% for $20,000; Sen. Clark, 10% for $20,000; E. P. Franklin, general manager of KJBS, 10% for $20,000; Mrs. Alice Lewis, wife of Fulton Lewis jr., Mutual commentator, and Mrs. Helen Mark, president of WOL, 5% each for $10,000 each.

Mr. Franklin, under the transaction, would remain as operating head of the station, an independent operating limited time on 1100 kc with 500 w.

GI Radio In India

PERMISSION to broadcast to local areas on three frequencies has been granted the Army Special Services Branch by the Indian Government. Army will use available GI talent stationed in India; commercial-deleted programs, recorded in the United States and flown to the area; and three newscasts daily. Stations will be on the air ten hours a day.

Fall Fur Promotion

SOME 78% of department and specialty stores are planning major fur promotion this fall, according to a survey conducted by Meyer Both Co., New York. Findings indicate that many store executives believe furs will be promoted more extensively this year to offset the higher prices resulting from the 20% excise tax. A total of 87% intended to do heavier advertising "because higher prices will require more intensive selling effort." "Extensive and aggressive newspaper advertising will be the first line strategy" according to Meyer Both. No data has been released on radio advertising plans.

PORTRAIT OF A *Growing* MARKET

• Here is a perfect market...one that enjoys a steady upward growth today—and whose prospects for tomorrow are even brighter. For this great tri-state area, embracing East Texas-North Louisiana-South Arkansas, has shown ever-increasing gains in population and spendable income year after year. The population of Shreveport alone has gained 25 per cent in the last decade. It's a healthy, wealthy region, rich in oil and natural gas, lumber, minerals. Each day sees a greater growth in agriculture and livestock production. With wartime demands have come an increasing industrial growth destined to be an important factor in post-war prosperity.

All these things can mean but one thing to you, the advertiser...greater sales! And only one medium covers this thriving area completely—KWKH, with its 50,000 watts. For further details...ask your nearest Branham Man!

KWKH
50,000 WATTS
CBS
A Shreveport Times Station
Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

"STEAKS ON THE HOOF . . .

Dollars for KFAB Families!"

There's a great feeling in watching beef cattle put on weight in the feed-lot. You can fairly see those fine juicy steaks growing day by day.

We're beef manufacturers out here in the KFAB area, you know...and we see a lot of future steak dinners turning plump and ready for market. For cattle raising ranks high as a sure-fire income producer. Not that we're a one-crop section, though...far from it. For in addition to ranking high in cattle production, the KFAB market is among the leaders in a score of crops, ranging from livestock to grains.

Yes, we're diversified out here...which means that farmers are sure of a good income ...able to buy the things we need and want. Maybe that's why there are so many radios in this area...and just about all of them tuned to KFAB.

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

780 KC-10,000 WATTS BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

Who's Who IN MEMPHIS RADIO?

LET'S *Look* AT THE RECORD

OF 40 QUARTER-HOUR PROGRAMS, HERE'S HOW WMPS RATES IN AUDIENCE PREFERENCE

8 A. M. to Noon*	WMPS	Station B	Station C	Station D
FIRST CHOICE	10	0	2	4
SECOND CHOICE	4	0	9	3
THIRD CHOICE	2	1	5	8
FOURTH CHOICE	0	15	0	1

Noon to 6 P. M.*	WMPS	Station B	Station C	Station D
FIRST CHOICE	6	1	13	4
SECOND CHOICE	12	2	9	1
THIRD CHOICE	5	15	2	2
FOURTH CHOICE	1	6	0	17

★ SOURCE: HOOPER CONTINUING MEASUREMENT REPORT: OCTOBER, 1943 THROUGH FEBRUARY, 1944

WMPS! Thats Who

LOWER RATES PLUS HIGHER HOOPER—WMPS

"Who Could Ask for Anything More?"

THIS IS THE BLUE NETWORK . . . THE MEMPHIS NEWS STATION

Affiliated with the Memphis Press-Scimitar
Represented by Spot Sales

WMPS is under the same management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.

RADIO, VIDEO SEEN AS DEMOCRACY AID

RADIO and television were seen as a means of helping to save America from "the perils of mass mentality" by Frank E. Mullen, NBC vice-president and general manager, in a speech delivered April 18 before the National Congress of the Daughters of the American Revolution.

The real test of broadcasting, as an instrument of democracy and civilization, will come in the post-war period, he said. With national unity a thing of the past, and bitter dissension on U. S. participation in world affairs, there will be a tremendous opportunity for radio to bring about harmony and order, he declared.

Television as a home service may play an important part in bringing and keeping the family together, and may well be a vital social force in the post-war world, he said.

Mrs. Myrtle M. Lewis, national chairman of radio, gave a report on the DAR's radio activities at the same session.

Hooper Survey Places Fibber McGee in Lead

HEADING the list of "First Fifteen" programs in the April 17 Evening Network Hooper ratings are *Fibber McGee & Molly*, followed by Bob Hope who topped the list in the previous report, March 30. Charlie McCarthy, third on the list, takes Jack Benny's former place and the latter is now listed in the sixth place. The list continues as follows: Walter Winchell, Red Skelton, Jack Benny, *Mr. District Attorney*, *Take It or Leave It*, *Radio Theatre*, *Screen Guild Players*, *Aldrich Family*, *Davis With Haley*, Abbott & Costello, Bing Crosby, and Kay Kyser.

Average evening program rating of 9.9, is down 0.5 from last report, down 0.8 from a year ago. Average sets-in-use of 29.5, is down 2.3 from last report, down 0.1 from a year ago. Average available audience is 77.9, down 1.7 from last report, down 1.8 from a year ago.

Bands on V-Discs

V-DISCS for the armed forces serving overseas were made from the April 17 broadcast of *Victory Parade of Spotlight Bands* sponsored by the Coca-Cola Co. on the Blue Network. Previously recordings were made of another Coca-Cola program, *The Pause That Refreshes on the Air*, CBS. Approximately 2 million discs, made of plastic material and practically indestructible, have been distributed to Army, Navy and Marine units serving overseas. "V-Discs" is a project of the Special Services Branch of the Army.

Third Consumer Survey

THIRD consumer requirements survey of the war was made during the week of April 17 by enumerators from the Bureau of Census, the WPB's Office of Civilian Requirements announced last week. There will be two parts to the survey: (1) household articles, and (2) appliances and plumbing items. About 5,000 representative families will be asked to provide information on such varied items as radio tubes, extension cords, small electrical appliances, etc. Consumers will be asked if they have recently tried to buy any of the listed items, whether they succeeded, and how much difference, if any, it made if they were unable to buy.

CITIZENS OF TOMORROW *ARE WGN LISTENERS TODAY*

Each Sunday during the school season WGN broadcasts a program featuring students from a Chicagoland high school. At this date over 130 high schools have participated—each in a broadcast of its very own.

Educators, school officials, pupils, and the large WGN listening audience have hailed this program as an unusual vehicle for student self-expression and an outstanding contribution toward better citizenship.

Citizens of Tomorrow illustrates the intense community-mindedness which keeps WGN out ahead among Chicago radio stations.

It shows how WGN overlooks no opportunity to localize its appeal in order to give fullest effect to its basic policy of serving the interests and needs of the people of its own territory.

A CLEAR CHANNEL STATION

CHICAGO 11, ILLINOIS

50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Stations in 200-500 w Group Show 24% Increase for Year

FCC Analysis Reveals Net Time Sales During 1943 Reached a Total of $22,230,000

AN INCREASE in *net time sales* in 1943 of 24% over the preceding year was reported by 358 of the 435 stations operating with power in the 200-500 w category, according to an analysis last week by the Broadcast Division of the FCC accounting department. The analysis, fourth in a series produced for 1943, showed *net time sales* of $22,230,000 for 1943 by the reporting stations as against $17,922,000 for 1942.

Of the aggregate of 435 stations, 418 are on local channels (maximum power of 250 w), while 17 operated on regional frequencies. Only 46 of the 358 reporting stations showed decreases in *net time sales*, while the remaining 302 showed increases ranging from $58 to $85,000.

More than half the stations—260—were outlets for the four major networks. Mutual led the list with 105, while Blue had 64.

Net time sales are described by the Commission as station receipts minus regular advertising agency, station representative and other commissions.

Series of Studies

The FCC study, undertaken under the direction of William J. Norfleet, chief accountant, was prepared by Harry Tennyson, acting head of the broadcast division of the accounting department. Another study, covering 100 w stations, will complete the series. Previous studies covered the nation's 52 stations operating with 50,000 w on clear or duplicated clear channels [BROADCASTING, Feb. 28], regional stations in the power category from 5,000 to 20,000 w, [March 13] and 1,000-25,000 w stations [March 27]. Following is the text of the 200-500 w analysis:

During the year 1943 there were 435 standard broadcast stations operating with power of 200 to 500 watts, 9 of which operated with reduced power at night. One of these stations was located in Alaska, one in Puerto Rico, two in Hawaii, two in the District of Columbia, and 429 were in 46 of the States. There are no stations operating with this power in the States of Rhode Island and Vermont. Included in the 435 stations are 4 non-commercial stations. Seventeen of these stations operate on regional frequencies and 418 on local frequencies, and may be grouped as follows:

No. Stations	Power	Time
4	500w	Unlimited
4	500w	Limited
6	500w	Parttime
397	250w	Unlimited
1	250w	Limited
13	250w	Parttime
9	100w-N-500w-D	Unlimited
1	200w	Parttime
435		

Three hundred and fifty-eight of these stations have filed revenue reports for the year ended Dec. 31, 1943, reporting "net time sales" amounting to $22,230,000, and the same stations reported $17,922,000 for the year 1942, an increase of $4,308,000 or 24%.

Fifty-six of the 358 stations showed a decrease in net time sales and the remaining 302 showed increases ranging from $58 to $85,182, and may be grouped as follows:

56 stations reporting decreases of $71 to $10,948.
15 stations reporting increases of $58 to $1,000.
59 stations reporting increases of $1,000 to $5,000.
74 stations reporting increases of $5,000 to $10,000.
93 stations reporting increases of $10,000 to $25,000.
40 stations reporting increases of $25,000 to $50,000.
11 stations reporting increases of $50,000 to $85,182.
358 total stations.

Two hundred and sixty of the 431 commercial stations serve as outlets for the four major networks as follows:

Blue	64 stations
Blue and Mutual	24 stations
Columbia	28 stations
Mutual	105 stations
National	35 stations
National and Mutual	4 stations
Total	260 stations

Soapless Suds Spots

H. L. SHAW & SONS Inc., Boston, which is planning its first use of consumer advertising, has appointed L. H. Hartman Co., New York, as agency for Soapless Suds, distributed through drug stores. Plans for test campaign in newspapers and spot radio in San Antonio and other markets will be set around May 1.

Movie Drive

A TOTAL of 350 live spot announcements weekly will be used by Republic Pictures, New York on KQW KGO and KPO San Francisco in promoting its new film, "Man from Frisco", starting May 16. It is expected spot announcements will also be used in Oakland and Richmond, Cal. The campaign will also be extended to some 32 cities. Appropriation for spot announcements, billboard posting and newspaper advertising amounts to $250,000. Agency is Donahue & Coe, New York.

Dutton Prospects

E. P. DUTTON Co., New York, book publisher, may place transcriptions of its forthcoming quarter-hour program on WQXR New York *Browsing Through Books* [BROADCASTING, April 17], on other stations with a similar "quality" audience. First expansion would be to Chicago. Agency is Louis M. Cottin, New York.

Let's Examine the Record!

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

Increased Sales 42.5% In 1942

Increased Sales 73.3% In 1943

17 New Commercial Sponsors First Quarter of 1944

Prove the Trend to be sustained and beyond Question. Informed Advertisers KNOW KFNF is doing the Top Farm Job in the Nation's Richest Agricultural Market.

In the Heart of the Missouri Valley—It is—

KFNF

"The Friendly Farmer Station"

1000 Watts 920 KC.

For availabilities, write or wire, direct to Frank Stubbs, Mgr. KFNF, Shenandoah, Iowa

"AH-H-H! HEAVEN AT LAST!"

"The little darlings . . . I had to push them away," you might imagine the voluble Frank Morgan saying. "Blondes, brunettes, redheads . . . it was heavenly. In fact, it WAS heaven!

"What was I doing there? You have no doubt heard, my suspicious fellow, of Jack's famous beanstalk? That, Jockey my boy, was a mere sprout . . . a stunted stringbean . . . a creeping buttercup compared to that new WKY radio tower at Oklahoma City. It was while scaling its celestial heights recently that I ran into the little angels . . .

"Dizzy? Of course I was . . . am . . . 915 feet is pretty high, you know . . . a lot of ether up there, too . . . ."

WKY's new Truscon tower IS high; one of the two highest in America. It's big, and it will do big things for WKY. Nearly a quarter-million dollars is being invested in new transmission facilities which will push out WKY coverage in Oklahoma still farther and make listening still better at all points between.

Meanwhile, with present facilities, WKY is covering more of Oklahoma, is being listened to by more people morning, afternoon and night, and doing a better job for advertisers than any other Oklahoma City station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOO, Tulsa ★ KLZ, Denver (Affiliated with CBS)
REPRESENTED BY
THE KATZ AGENCY

—read the staggering facts on listening habits in America's 2nd biggest market!

We asked: "What station do you listen to most?"

42% SAID WMAQ

MORE PEOPLE ANSWERED "WMAQ" THAN THE NEXT 3 STATIONS COMBINED!

In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

WMAQ CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network — NBC — A Service of Radio Corporation of America

CBS VIDEO STAFF ADDS 12 MEMBERS

PREPARING for the resumption of "live" studio telecasts on May 5, WCBW, CBS video station in New York, has added a dozen members to its staff. Leo Hurwitz, with ten years experience in motion picture work, joins WCBW as a writer-director. Frances Buss, with the station as a director and mistress of ceremonies from July 1941 to December 1942, when live telecasts were discontinued, returns as assistant director of programs, researcher and M. C.

Elwell Cobb, former stage manager and recently department manager for Display Stage Lighting Co., has been named technician-floor manager. Paul Belanger, formerly with CBS, OWI and WMAL Washington, joins the writing staff. Harold Doane, appointed assistant supervisor of motion picture news film, was formerly producer-director for Spotlight Productions and previously director and cameraman with other film companies.

Howard Hayes, formerly with WAIU Columbus, joins WCBW as a television technician, and Robert White and Edward Leftwich, both recently in the CBS construction and building operations department, as technicians assistants. Frances Harrison, previously on the Theatre Guild production staff, becomes production assistant and researcher at WCBW.

Anne Chandler, formerly in the CBS casting division will be casting assistant for WCBW. Mary Reilly has been transferred from the network program relations division to work on television program logs. Freelon Fowler, formerly with NBC, also joins WCBW.

New Blue Producers

MARTIN ANDREWS and Walter Scanlan have joined the production staff of the Blue Network. Mr. Andrews was active as director, writer, announcer and actor at WXYZ Detroit, KTSA San Antonio, KROD El Paso and KFWB Hollywood. Mr. Scanlan has been in radio since 1928 as singer, actor and director of musical groups on network programs. They replace John Schramm, appointed radio director of the American Economic Foundation, and William Livingston, who has joined Warwick & Legler as assistant to the radio director.

Vitamin Plus Spots

VITAMIN PLUS division of Vick Chemical Co., New York, on April 1 started a spot campaign on more than 100 stations throughout the country for Vitamin Plus. Schedule which will continue for some six months, includes five and ten minute and quarter-hour news, musical, and dramatic programs as well as live and transcribed announcements and chain breaks. Spot drive follows shortly after discontinuance of *Dr. I.Q.*, on NBC by Vitamin Plus March 27 and sponsored now by Mars Candy on the same network. Agency is Morse International, New York.

Correction

LEVER BROS. Co., Cambridge, Mass., has for some months conducted weekly telecasts experimenting with commercials for Rinso, Spry and Lifebuoy on W2XWV, Du Mont video station in New York. Programs are produced under the supervision of Reggie Morgan, radio commercial copy head of Ruthrauff & Ryan, agency handling the advertising for those Lever Bros. products. It was incorrectly reported in BROADCASTING, April 17 that Lever Bros had done no telecasting.

DAYTON, O.

MERCHANTS KNOW THEIR BUSINESS!

Changing conditions and increased earning power have altered many of the merchandising and selling theories of Dayton's retail merchants.

One thing that has not changed is their choice in advertising mediums.

WING

Has Been and Still Is

2 TO 1 CHOICE

OF ALL RETAILERS USING RADIO

In every classification from department store to the smallest shop, WING has proved itself as the prime factor in many retail business successes in Dayton.

Birthplace of Aviation

★

It's a combination of many things that makes a successful and accepted radio station. WING has accomplished this by its Blue Network shows, better than average announcers, fine local shows, good talent and top-flight public service features.

Combine these and you get listenership . . . get listenership and you get advertisers . . . this is why WING carries a much greater percentage of all local radio business.

★

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE • 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES

Two to Mutual

WAYX Waycross, Ga., 250 w station owned and operated by Jack Williams on 1230 kc, will join Mutual as soon as line service is installed, a matter of several weeks. WCNC Elizabeth City, N. C., whose affiliation with Mutual was announced last winter, will start operations as a fulltime member of MBS May 1, when lines will be ready. Station is operated by Albemarle Broadcasting Co. with 250 w on 1400 kc.

Shadow on 35

CHARLES MICHELSON, Radio Transcriptions, New York, announces that 35 stations will carry *The Shadow* transcribed this summer. The stations are: KALB KGU KDB KFBK WRRN KGB KHJ KOCY KOL WSIX KRLD KRRV KVOE KTAR WSLS KTSM KWK WAIR WCAE WTMA WFBG WFMJ WFTL WGRC WWNC WHB WHK WISR WJAC WSLI WJH WKRC WLOL WOWO WLBJ.

Garey Charges FCC Seeks Government Control of Radio; Urges New Legislation

CALLING on Congress to "act now" or "one day the nation will wake up with a muzzle on," Eugene L. Garey, former general counsel of the House Select Committee to Investigate the FCC, last Tuesday told the National Economic Council at the Biltmore Hotel, New York, that the Commission "exemplifies in the most dangerous aspects the indoctrination and activation" of a move to destroy freedom in the U. S. and institute complete Government control over communications.

He declared that the FCC control over "free exchange of thoughts is the seed of dictatorship, and the historic warning of the approach of tyranny". Through its licensing power the FCC "accomplishes indirectly and unlawfully that which it desires but cannot do directly or lawfully," he added.

Freedom of speech requires that radio should be as free from Government licensing regulation and control as the press," said Mr. Garey. He explained that because of early-day interference in radio Congress had to act in the allocation of frequencies to avert threatened destruction of radio's usefulness, but he denounced the methods which he said the FCC is using beyond the intent of Congress.

"A traffic policeman for the air lanes is a vital necessity," he asserted, "but as in the case of other police agencies, FCC's legal function is and should be to preserve peace among the stations, to protect property rights, and not to terrorize, dominate and control the business of free spech it was designated to protect. From the seed of need, FCC has grown into a strange and weird fungus on our body politic. From an agency of protection it has become a menace and a destroyer."

He charged the Commission, under Chairman James Lawrence Fly, "has become the sponsor of novel and illegal theories in governmental control and regulation," and was "arbitrary and dictatorial in the enforcement of its illegal policy of prohibiting newspaper ownership of radio stations, a policy which it has now after two years enforcement, apparently abandoned."

Referring to an application of the *South Bend* (Ind.) *Tribune* for a license, Mr. Garey said: "I quote from the confidential minutes of the Committee, dated Feb. 26, 1941: Chairman Fly: "I do not like the word 'decision' and I do not like the word 'is' five lines from the end. It looks like an order and I don't think it should be signed by the secretary. I don't want to give them something to appeal from. I would call this an opinion and say 'was on—date granted'."

He charged the FCC with favoring political friends and punishing political enemies of the Administration, adding; "Himmler could well envy the Gestapo which Fly created under the respectable name of the War Problems Division.

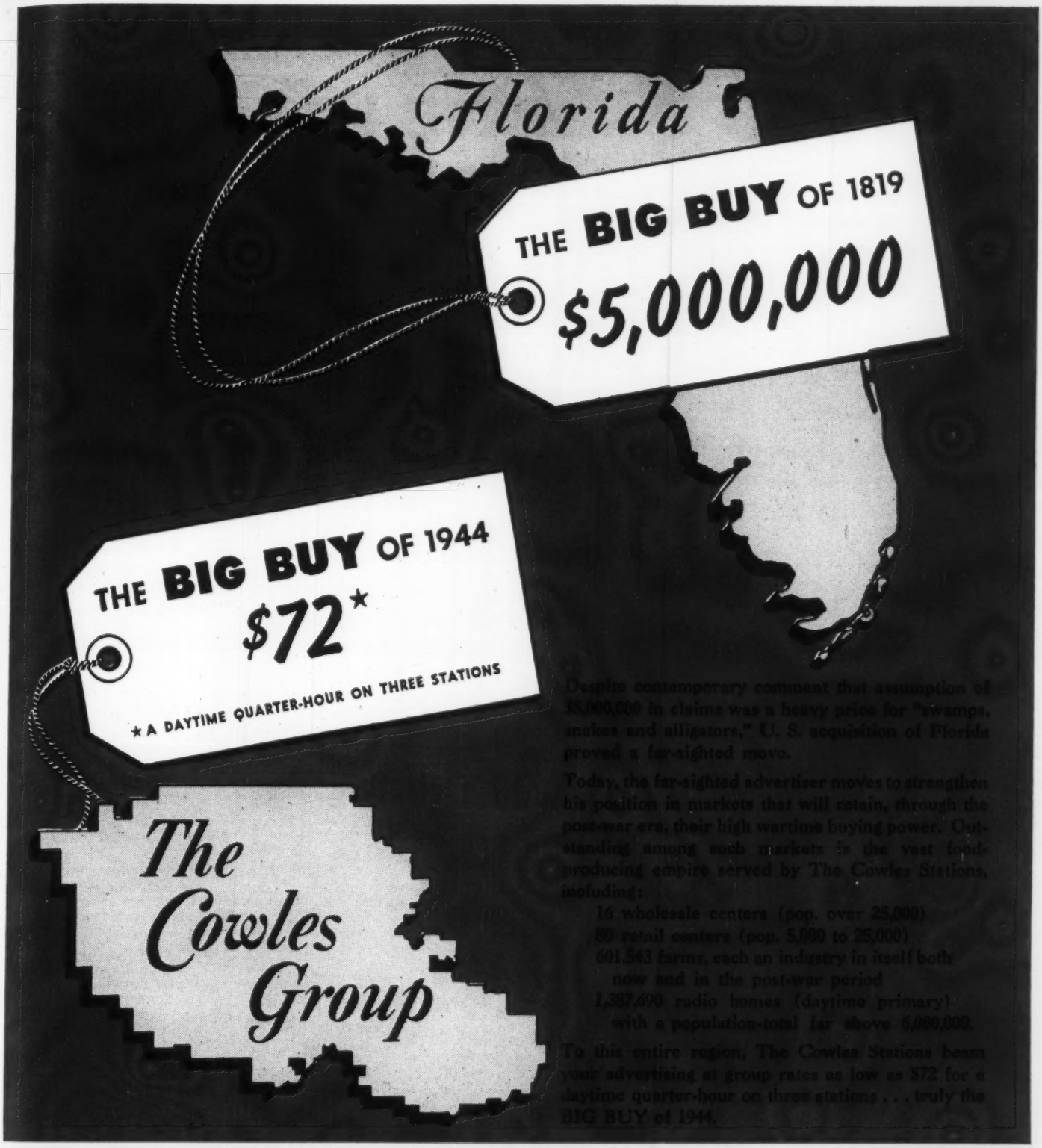
"The result of this Commission's nefarious activities is that radio has a weak heart for all its powerful voice in America. It has no independence, no freedom and lives in constant fear of its life. It dies a thousand deaths every Presidential campaign in expectation of the revenge of some politician or political group. Because of radio's fear of its life, the politicians kick it around in a fashion beyond belief. The FCC not only keeps radio terrified but punishes it for not being sufficiently terrified of other bureaucrats. . . .

"The FCC's performance sums up to harassing radio management, doing administration hatchet work on the political front and now moving toward reduction of radio to the last stages of regulation before outright censorship and Government ownership."

Lipton's Tea Featured

OPENING commercials on *Big Sister*, CBS program sponsored by Lever Bros. for Rinso have been turned over for the remainder of the year to the promotion of Lipton's Tea, as part of a nationwide campaign featuring "Brisk-flavor" as a taste quality. Network campaign follows a spot campaign in which Lipton's Tea commercials temporarily replaced all Rinso announcements on a list of 100 stations from Feb. 13 to March 4. A total of 1,500 spots for "Brisk-flavor" were aired during this period. Young & Rubicam, New York, handles advertising for Lipton Co., affiliated with Lever Bros. Ruthrauff & Ryan, New York, handles Rinso for Lever Bros.

LISTENERS
ARE WHAT THE
ADVERTISER
BUYS —
KTSM has the
listeners in El Paso!
KTSM
C. E. HOOPER, INC.
Station Listening Index
Mid-Winter, 1944
EL PASO, TEXAS
KTSM
Station "B"
Others
Mon. thru Fri. 8 AM - 10 AM 79.9 17.3 2.8
10 AM - 12 N 65.1 37.2 7.7
8 AM - 12 N 71.9 32.6 5.5
12 N - 3 PM 75.9 22.4 1.7
3 PM - 6 PM 63.5 34.3 2.2
12 N - 6 PM 69.6 28.4 2.0
Sun. thru Sat. 6 PM - 8 PM 57.9 37.7 4.4
8 PM - 10 PM 66.5 27.7 6.8
6 PM - 10 PM 62.2 32.7 5.1
KTSM
NBC
KARL O. WYLER
General Manager
1000 Watts Day (500 Night)
NBC - 1380 Kc.
EL PASO, TEXAS
Represented Nationally by
GEO. P. HOLLINGBERY COMPANY


Florida
THE BIG BUY OF 1819
$5,000,000
THE BIG BUY OF 1944
$72*
*A DAYTIME QUARTER-HOUR ON THREE STATIONS
The Cowles Group
Despite contemporary comment that assumption of $5,000,000 in claims was a heavy price for "swamps, snakes and alligators," U. S. acquisition of Florida proved a far-sighted move.
Today, the far-sighted advertiser moves to strengthen his position in markets that will retain, through the post-war era, their high wartime buying power. Outstanding among such markets is the vast food-producing empire served by The Cowles Stations, including:
16 wholesale centers (pop. over 25,000)
80 retail centers (pop. 5,000 to 25,000)
691,543 farms, each an industry in itself both now and in the post-war period
1,387,690 radio homes (daytime primary)
with a population-total far above 6,000,000.
To this entire region, The Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1944.

GEARED FOR RESULTS

THE COWLES STATIONS

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY

SUCCESS STORIES from

The measure of any **LIBRARY SERVICE**
is the value it delivers to its subscribers

WORLD PROGRAM SERVICE

more than pays for itself
in **ANY** *market*

From WJR, Detroit

... "World's semi-monthly releases and the release sheets pertaining to same, are invaluable in making the best use of an excellent transcription service. In all truth, it is 'excellent service.' Keep it up!"

(signed) LEO FITZPATRICK,
Vice President & General Manager.

WORLD PROGRAM SERVICE
IS THE
OUTSTANDING TRANSCRIPTION LIBRARY TODAY!
WITH WIDE RANGE VERTICAL CUT RECORDINGS

the Files of WBS

From WHOP, Hopkinsville, Ky.

... "We are very happy with the excellent quality and the quantity of the releases we are now receiving from World."

"Congratulations on the improved service, keep up the good work!"

(signed) F. E. LACKEY,
General Manager.

Here's what World Program Service delivers to its subscribers

TOP TALENT
. . . The greatest array of exclusive talent in any library . . . top artists in every field of entertainment, with 30 new stars since September.

TOP TUNES
. . . Week after week World subscribers have the most important tunes on the air . . . while they're new and news.

TOP SELECTIONS
. . . Over 4300, with 50 or more additions every month.

THE GREATEST VARIETY
of music in any library . . . all types for all program needs.

QUALITY RECORDING
. . . Life-like reproductions . . . from World's Wide Range Vertical Cut recordings, pressed in pure vinylite.

RARE SHOWMANSHIP
. . . Every production supervised by top showmen in the entertainment world . . . men who know what the public wants . . . and how to give it to them.

SALES MAKING CONTINUITIES
. . . 78 complete shows per week, equal to 22 hours, with proved advertising acceptance.

COMPLETE EQUIPMENT
. . . Includes disc filing system, disc cabinets, three-way card system and cabinets.

Write us today and we will show you what the Quality Library of the WORLD can mean to your station.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

OWI PACKET, WEEK MAY 15

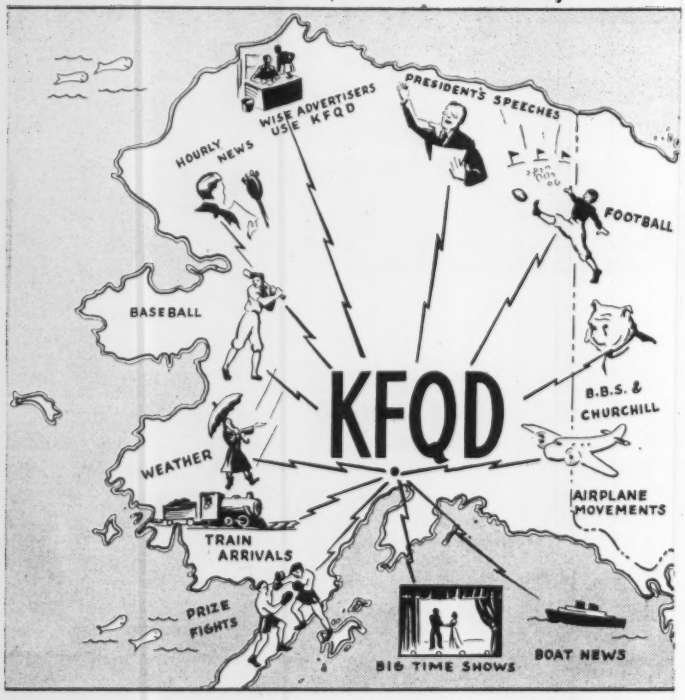
Check the list below to find the war message announcements you will broadcast during the week beginning May 15. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
WAC	X	X	X	X	X	--	--
U. S. Crop Corps	X	--	--	--	--	--	--
Car Sharing (Rubber & Gas)	--	--	X	--	X	--	--
Careless Talk	--	--	--	--	--	--	X
Fight Waste	--	--	--	--	--	X	--

See OWI Schedule of War Messages 108 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

If you were in their snowshoes

YOU'D LISTEN TO KFQD, TOO!



Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transcribed rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-air" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

790 KC **KFQD** 1000 W

ANCHORAGE, ALASKA

ALASKA BROADCASTING CO.

NAT'L REP.: PAN AMERICAN BROADCASTING COMPANY

New York 17, N. Y.

Crop Recruiting Campaign Scheduled On OWI Packet for Network Messages

CARRIED on Network Allocation for the first time this year, the OWI campaign to enlist volunteers for the coming crop season joins the schedule of war messages on the Domestic Radio Bureau packet for the week beginning May 15.

Appeals for War Bonds and WAC recruiting, both of which are assigned to Network and Station Announcement Allocation, are continued from the previous week while Car Sharing, Careless Talk and Fight Waste campaigns are brought back to the packet after a short absence.

U. S. Crop Corps messages will seek to enlist millions of men, women, boys and girls who do not ordinarily work on farms to help out on the nation's farms. Appeals will urge those who have their summers free to make arrangements to utilize the time to relieve the farm manpower shortage. Those with only a few weeks free will be asked to wait for local calls for farm work.

War Bond campaign messages urge listeners to boost bond buying through the payroll savings plan in their office or plant, pointing out that 27,000,000 persons are now purchasing nearly $500,000,000 in bonds each month under the plan. Stations may find sponsors for the transcribed spots among business organizations employing 100 or more people. OWI states that 96% of such firms have the plan in operation.

Car Sharing messages, scheduled through the Station Announcement allocation plan, emphasize the importance of group riding to conserve gasoline and rubber. Listeners are urged to make pooling of cars a habit—not just an occasion—for driving to and from work or planning shopping trips.

Careless Talk and Fight Waste appeals are carried on National Spot Allocation. In addition, through the Radio Bureau Women's War Guide, women's programs will include messages to recruit Food Processors, Use More Eggs, fight inflation through Planned Spending, and Buy Correct Equipment for Home Canning.

Army Clarifies Position On Miami Cancellation

CANCELLATION of *Miami Beach Time*, scheduled to go on the air April 16 on Mutual [BROADCASTING, April 17], was based on several violations of Army policy, the Radio Branch, Bureau of Public Relations, War Dept. stated last week. Time had been secured and publicity released without the knowledge or approval of the Radio Branch, which must pass on all network sustaining and commercial programs requiring Army participation.

About two weeks ago, the Radio Branch received a request for permission to originate the program from the AAF Redistribution Center, Miami Beach, and War Dept. disapproved the request for clearance, not because of lack of seriousness of the program, but because of the breach of policy. It was pointed out that it is advisable for agencies and networks planning such series to confer with the Radio Branch prior to setting or announcing any final plans. Also stressed was the fact that the Army's Special Services Division was not concerned with the program.

To Use Radio

DIAPERWHITE Inc., New York, a new firm, is expected to start spot radio in about six months for Diaperwhite, a powdered soap and deodorant for diapers. Distribution is now in process in New England, and is extending to New York State, and will eventually go national. Delaying factor is packaging. Starting off with trade magazines, firm will follow through with consumer magazines, and finally add radio, in the women's interest field. Diener & Dorskind, New York, has been appointed advertising agency.

ARMY RADIO UNIT COVERS C-B-I AREA

AT THE PERSONAL request of Lt. Gen. Joseph W. Stilwell, commanding general, U. S. Army Forces, China-Burma-India, a radio team has been sent by the War Dept. to that theatre to tell the story of the largest operations area of the war. The five-man unit, covering the entire theatre by air, is sending back transcriptions broadcast on the Blue Network, begun Sunday, April 16, 11:15 p.m.

Some programs scheduled are a broadcast from an evacuation hospital in China, just behind the front lines operated by American doctors and nurses for care of Chinese wounded; program originating from a troop carrier command, headquarters for planes that fly over enemy territory to supply distant Allied fighters; a description of a plane "flying the hump", beginning in India and the broadcast ending when the plane lands in China. A wire recorder is being sent to the area, so that it will be available when action increases there.

The radio team will also transcribe interviews with groups of men from the same town, for their local stations, all Blue outlets. Commanding officer of the unit is Lt. Col. Paul Jones, formerly with the Don Lee Network. His assistants are 1st Lt. Finis Farr, who as an NBC scriptwriter, wrote *March of Time* program; Lt. Bert Parks, former CBS announcer; a Signal Corps engineer and a photographer.

SECOND anniversary of *We, the People at War* was celebrated Sunday, April 23 with a special broadcast originating from the Wardman Park Hotel, Washington. Viscount Halifax, Rear Adm. DeWitt Clinton Ramsey, Gen. Lewis Hershey, and former Ambassador Charles Grew were heard.

KODY

A NEW STAR IN THE WEST

KODY

NBC Full Time!

The New NBC Outlet *Halfway* Between Omaha and Denver

39 New Clients BOUGHT 55 NEW CAMPAIGNS ON KODY *in the last ninety days!*

WHY? Because (1) KODY covers a rich agricultural and industrial market with splendid post-war possibilities; (2) KODY is a full-time NBC station in an area not adequately covered by any other NBC station; and (3) KODY has the advantage of experienced WOW management in programming, promotion, and merchandising.

KODY • North Platte, Nebr. • 1240 K.C.

Owned & Operated By.....

RADIO STATION **WOW** INC.

• OMAHA •

John J. Gillin, Jr., President

John Blair & Co., Representative

STILL GOOD AVAILIBILITIES

Write WIRE OR PHONE

BBC is beaming a series of eight Saturday evening talks to North America under the general title *Television Was Fun*," designed to answer questions Americans ask about the achievements in British television before it was shut down in September in 1939.

SGT. FLETCHER MARKLE, RCAF public relations overseas, is playing the role of a Canadian officer in "Aircrew", a motion picture now in production in Great Britain by the R. A. F. film unit. He was formerly a CBC script writer.

In Kansas City

the Swing is to WHB

IT'S RAINING RESULTS in Kansas City for WHB advertisers. 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station...delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: JANUARY-FEBRUARY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,683

MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	Station A 6.8	Station B 7.1	Station C 31.7	Station D 16.4	WHB 28.4	Station E 7.7
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	Station A 13.2	Station B 6.8	Station C 21.7	Station D 32.9	WHB 22.5	Station E 2.3

Network Accounts

All time Eastern Wartime unless indicated

New Business

GEORGE W. LUFT Co., New York (Tangee Petal-Finish face powder), on May 7 starts *Sammy Kaye and His Sunday Serenade* on 176 Blue stations, Sun., 1:30-1:55 p.m. Agency: Warwick & Legler, N. Y.

QUAKER OATS Co., Chicago, on June 19 for 52 weeks starts undetermined program on some 181 Blue stations, Mon. thru Fri., 10:40-10:45 a.m. Agency: Sherman K. Ellis & Co., Chicago.

PACIFIC GREYHOUND BUS LINES, San Francisco, on April 21 started for 52 weeks *Short Stories with Howard Culber* on 7 CBS Pacific stations, Fri., 9:55-10 p.m. (PWT), with transcribed repeat on KOIN, 10:20-10:25 p.m. (PWT). Agency: Beaumont & Hohman Adv., San Francisco.

PLANTERS NUT & CHOCOLATE Co., San Francisco (salted peanuts, edible oil), on April 23 started for 52 weeks, *Adventures of Bill Lance*, on 5 CBS Pacific stations (KQW KARM KROY KGDM KNX), Sun., 9:30-10 p.m. (PWT), with transcribed repeat on KOIN, Mon., 9-9:30 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

Renewal Accounts

A. S. BOYLE Co., Vernon, Cal. (American Home Products), on May 1 renews for 13 weeks, *Fleetwood Lawton-Commentator*, on 6 NBC Pacific stations, Mon., Tues., Wed., Fri., 8:15-8:30 p.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.

RAINIER BREWING Co., San Francisco, on May 11 renews for 13 weeks, *Club Good Cheer*, on 10 Blue California stations, and shifts from Sat., 8:30-9 p.m. (PWT), to Thurs., 8:30-9 p.m. (PWT). Agency: Buchanan & Co., San Francisco.

BRISTOL-MYERS Co., New York (Ipana and Sal Hepatica), on Oct. 4 for 52 weeks renews *Eddie Cantor's Time to Smile* on 127 NBC stations. Agency: Young & Rubicam, N. Y.

OWENS-ILLINOIS GLASS Co., Toledo, on May 8 renews for 13 weeks *Broadway Matinee* on 121 CBS stations, Mon. through Fri. 4-4:25 p.m. Agency: J. Walter Thompson Co., N. Y.

U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco) on May 22 renews for 52 weeks *Gay Nineties Revue* on 67 CBS Stations, Mon., 8:30-8:55 p.m. (Repeat 11:30 p.m.) Agency: Arthur Kudner, Inc., New York.

P. LORILLARD Co., New York (Old Gold) on April 26 renews for 52 weeks *Allen Jones with Frankie Carle's Orchestra* on 120 CBS stations, Wed., 8-8:30 p. m. (Rebroadcast 12 midnight). Agency: J. Walter Thompson Co., New York.

AMERICAN TOBACCO Co., New York, (Lucky Strike) on April 29 renews for 52 weeks *Your Hit Parade* on 122 CBS stations, Sat., 9-9:45 p. m. (Rebroadcast 12 midnight). Agency: Foote, Cone & Balding, N. Y.

J. A. FOLGER & Co., San Francisco (coffee), on May 13 renews for 13 weeks, participation in *Breakfast at Sardi's* on 18 Blue Pacific and Arizona stations, Sat., 9:30-9:45 a.m. (PWT). Agency, Raymond R. Morgan Co., Hollywood.

FIRESTONE TIRE & Rubber Co., Akron, Ohio, on May 29 renews for 52 weeks *Voice of Firestone* on 136 NBC stations, Mon., 8:30-9 p.m. Agency: Sweeney & James Co., Cleveland.

Network Changes

ELECTRIC COMPANIES Advertising Program on May 3 shifts *Report to the Nation* from 131 CBS stations Tues., 9:30-10 p.m. to 131 CBS stations Wed., 10:30-11 p.m. Agency: N. W. Ayer & Son Inc., N. Y.

SCHENLEY IMPORT Corp. New York (Cresta Blanca Wine), on May 2 shifts *Cresta Blanca Carnival* from 71 CBS stations, Wed., 10:30-11 p.m. to 71 CBS stations Tues., 9:30-10 p.m. Agency: William H. Weintraub & Co., N. Y.

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil, Snowdrift), since starting date Sept. 7, has added WAAC WSPB WGAU to Irene Beasley, making a total of 45 CBS stations, Mon. thru Friday., 3-3:15 p.m. Agency: Kenyon & Eckhardt, N. Y.

P. DUFF & SONS, Pittsburgh (Ready-to-Bake-Mix), on April 10 shifted *Galen Drake* on 8 CBS Pacific stations, from Tues., Thurs., to Mon., Wed., Fri., 5-5:15 p.m. (PWT). Agency: W. Earl Bothwell Adv., Pittsburgh.

BORDEN Co., Toronto (milk products) on April 6 added 13 western Canadian Dominion network stations to *Canadian Cavalcade* making a total of 24 Dominion network stations. Program is heard Thurs., 9:30-10 p.m. Agency is Young & Rubicam, Toronto.

PEPSODENT Co., Chicago (toothpaste & toothbrushes), on June 13 for 13 weeks replaces Bob Hope with *Life with Charlotte* on 134 NBC stations Tues., 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on June 4 shifts William L. Shirer from Sun., 7-7:15 p.m. on 58 CBS stations to Sun., 5:45-6 p.m. on CBS. Agency: J. Walter Thompson Co., N. Y.

STANDARD OIL of Calif., San Francisco (petroleum products) on May 15 shifts Lowell Thomas on 13 Blue Pacific stations, Mon., thru Fri., 9:30-9:45 p.m. (PWT) to 36 Don Lee Pacific stations, Mon., thru Fri., 7:15-7:30 p.m. (PWT). Agency: BBDO, San Francisco.

BRISTOL-MYERS Co., New York (Minit-Rub and Sal Hepatica), on July 4 for 13 weeks replaces *Duffy's Tavern* with undetermined program and on Oct. 10 renews *Duffy's Tavern* for 52 weeks on 128 Blue stations, Tues., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. J. (Welch products), on May 28 discontinues Irene Rich's *The Woman from Nowhere* on 66 CBS stations, Sun., 5:45-6 p.m. Agency: H. W. Kastor & Sons, New York.

in the CONTROL ROOM

RICHARD A. GRAVER, formerly central region merchandise manager of the RCA Victor Division of RCA, has been appointed midwest regional manager for the sale of radios and home appliances for the Admiral Corp., Chicago.

DON KASSNER, chief engineer of KXEL Waterloo, is the father of a boy.

C. RICHARD EVANS has returned to KSL Denver as chief engineer. For the past several years he has been doing Government research work at Columbia U. division of war research, New York.

RICHARD STOHRER has joined the technical staff of WKZO Kalamazoo, Mich.

PAUL TURNER, control room operator of WCOP Boston, has accepted a position with NBC's short-wave station at Bound Brook, N. J. He is replaced at WCOP by Alfred Hogan, new to radio.

CLINTON OVERBAUGH, transmitter master control chief of KFRC San Francisco, is the father of a boy.

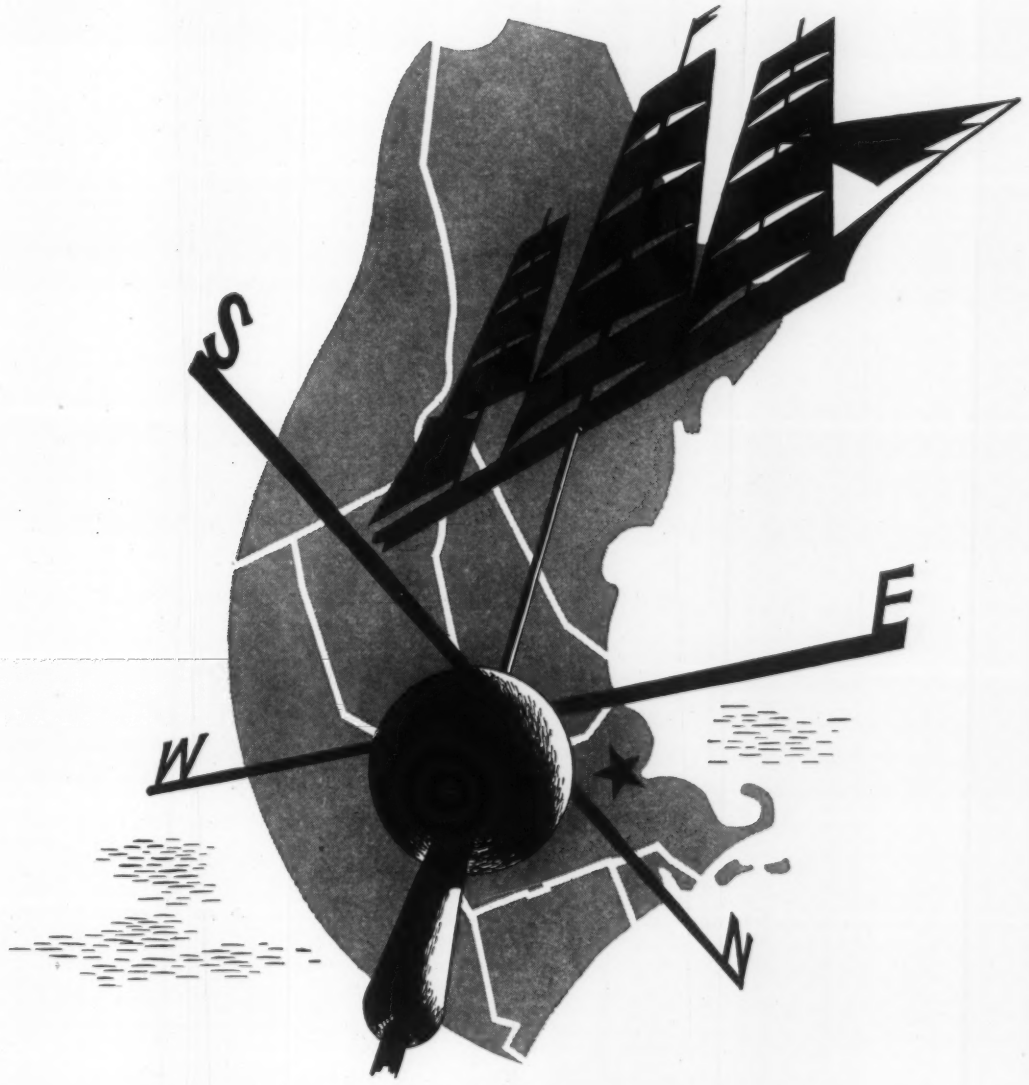
DON YOUNG, engineer of CBR Vancouver, is the father of a boy.

MISCHA PELTZ, studio engineer of KHJ Hollywood, reports for Army induction on April 26.

FRANK DAVIS and Clyde Trevey Jr. are new members of the WJBW New Orleans transmitter staff.

WILLIAM H. BAUER, who recently resigned from the Merchant Marine, has joined the engineering staff of WPAT Paterson, N. J.

GORDON HAWKINS, program manager of Westinghouse Radio Stations, Philadelphia, is incorporating all of his poetic radio narratives in a book of poems to be titled *Indictment*.



SET YOUR SALES FOR THE TRADE-WINDS

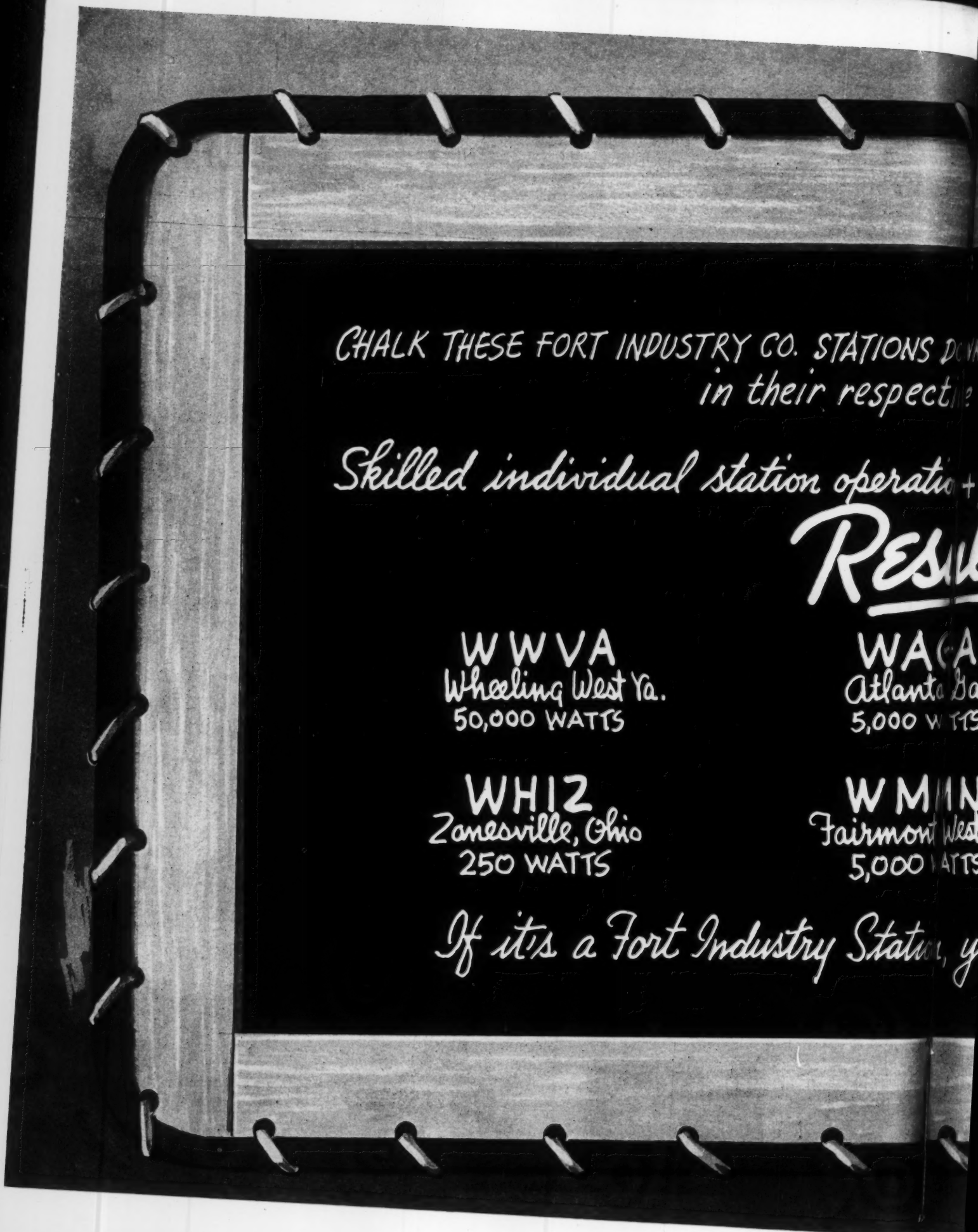
Not on the seven seas, but in the six prosperous, progressive states of New England. Just as clipper-ships exploited the markets of the world, WBZ and WBZA are the commanding radio influence in this rich trading area. 50,000-watt WBZ at Boston and 1,000-watt WBZA at Springfield synchronously blanket this teeming, diversified market to its farthest corners. NBC's Parade of Stars, and local programs of the highest calibre, form a most effective frame for your sales picture. NBC Spot Sales is at your service in planning for profit.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES


CHALK THESE FORT INDUSTRY CO. STATIONS DO
in their respect
Skilled individual station operatio
Resu
WWVA
Wheeling West Va.
50,000 WATTS
WAGA
Atlanta Ga
5,000 WATTS
WHIZ
Zanesville, Ohio
250 WATTS
WMIN
Fairmont West
5,000 WATTS
If it's a Fort Industry Statio, y

DOWN FOR A FIRST-CLASS COVERAGE JOB
markets!
+ pooled collective experience=
ults!
WSPD
Toledo, Ohio
5,000 WATTS
WLOK
Lima, Ohio
250 WATTS
you can bank on it!
A FORT INDUSTRY STATION
And Now!
WFTL
Miama and Ft. Lauderdale Market
10,000 WATTS

Editorial

Spot Language

PEOPLE in radio have a way of devising novel ideas. That's what makes the art sparkle.

Take the singing commercial, for example. It was swell when Pepsi-Cola first hit the spot. Then everybody started doing it. Now they're on the way out.

Now let's take the "cow-catcher" and "hitch-hike" announcements—not so new, and perhaps not so provocative as far as the public is concerned. But they certainly rankle the stations. The advertiser simply helps himself to a free-ride for a second product before or after his regular program time—time which the station contends belongs to it, and not the network, which by the very nature of its operation, doesn't sell spot time.

One of the difficulties about the "free-ride" network-spots, has been the lack of a generally accepted, all-inclusive definition. CBS some months ago announced that effective Oct. 1 these second-product announcements go out. NBC hasn't set a deadline but has told affiliates they will be terminated. Blue and MBS haven't made public pronouncements.

The question arose at a recent meeting of broadcasters as to the precise definition of cow-catchers and hitch-hikes. Gustav Brandborg, commercial manager of KVOO Tulsa, offers this bit of proposed radio etymology:

> A "cow-catcher" or "hitch-hike" announcement is any announcement so placed within sponsored radio program time and so given as to simulate a spot announcement. A spot announcement is an announcement made by an individual station, in or between programs, yet without implying sponsorship of such programs.

Do we hear any dissents?

Disclaimers Disclaimed

WITHOUT FANFARE or formal explanation, the military services have abolished the requirement that disclaimers be used on commercial programs originating at military bases or in which military personnel participate. The action is timely and laudable.

The public long ago must have become weary of that last-second intrusion of the announcer, racing against the clock, exhorting the audience that the particular performance did not "constitute an endorsement of the product", etc. Obviously, the radio and public relations officers of the services felt that the disclaimer had served its purpose, and that the audience didn't have to be told point blank that the military services don't give testimonials for brand-name products or services.

Moreover, so many programs now involve participation of military personnel or originate at Army, Navy, Marine and other bases that the disclaimer became the rule rather than the exception. Constant repetition of the clause could only be regarded as a reflection upon the integrity of radio advertisers, who have pitched in so patriotically and unselfishly through donations of time and talent and entertainment for the armed forces.

The waiver of the disclaimer doesn't mean that the policy against endorsement of sponsors' products, actual or inferred, is eliminated. The Navy suggested a musical curtain, bridge or any other form of definite break be used to separate personal appearances from commercial announcements.

It seems to us that other Government agencies might well take a cue from the leadership of the military on the subject of disclaimers. Practically since commercial broadcasting began, the FCC regulations have required the identification of recordings and electrical transcriptions as such before and after each rendition. There is before the FCC now a resolution adopted by the North Carolina Assn. of Broadcasters urging that the existing mandatory regulations be modified. FCC Chairman James Lawrence Fly, who attended the Association's meeting at Asheville, April 15, felt the Commission would be disposed to consider modifying the hoary rule.

Transcription production has gone a long way since the announcement rule originally was adopted in the '20's. High fidelity recordings are comparable to, and in some cases better than studio programs not produced under optimum conditions.

Aside from all that, the public isn't easily misled. After listening for more than two decades, it knows the difference between recorded programs and "live" ones. True, there should be safeguards against any deception which would convey to the listener the notion that Paul Whiteman is in the studio.

A case can be made for relaxation of the record-transcription identification requirement, to remove the stigma that has existed from the beginning of radio. It's up to radio to make the case.

Retail Challenge

"WE ARE as important as any of your national advertisers. Our dollars are good—very good. If radio can do a job for us, our dollars are yours."

That challenge was hurled at radio a fortnight ago by a department store executive at the convention of the National Retail Dry Goods Assn. Paul McCarthy, of the J. N. Adam Co., Buffalo, knew whereof he spoke, because his store has used radio for five years. To quote him: "Radio stations are doing a 'helluva' good job."

Mr. McCarthy alluded to those retailers who gingerly eye radio, buy a canned 13-week cycle and then criticize the medium because business hasn't tripled. "You can't go on the air with just a little bit," he admonished. . . . "A brief test is no test at all. . . . No retail store should attempt any radio campaign under a 52-week basis."

To those in radio that is sound logic. Retailers in 1943 spent approximately $430,000,000 in newspapers—their anchor medium. Radio received about $78,000,000. In 1944, by virtue of the campaign for retail business, radio budgets should exceed $100,000,000.

Experience has shown that with good, solid sales promotion, all media benefit. It isn't a case of radio raiding the retailers for their newspaper budgets. There is ample place for both. All stations, independent and network affiliated alike, can participate in the development of retail advertising, which should provide a new and substantial revenue base when war-developed schedules are shaken out in the days of "normalcy" ahead.

Our Respects To -

HAROLD MARK McCLELLAND

ECLIPSING an eclipse at the age of 32 would seem to leave little room for progress in the career of most men, yet for Brig. Gen. H. M. McClelland, Air Communications Officer of the Army Air Forces, that feat served only as a mild prelude to his current status as mainspring of the greatest radio communications enterprise in the world.

From that historic moment in 1925 when he made the first broadcast of an eclipse from a plane, climbing above the overcast that hid the phenomenon from ground observers, to broadcast over WJZ, until his present post as key figure in a radio operation expending $8,000,000 daily on communications equipment alone, his ascent has been as inevitable as the rise of radio itself.

The magnitude of his command can perhaps best be appreciated when it is considered that today there are nearly 400,000 men engaged in Air Force Communications, utilizing 57% of Army radio equipment at an expenditure of $240,000,000 per month, or more than the total value of all existing commercial broadcasting equipment.

Significant to the radio industry is the fact that this productive capacity and technological genius can be converted to peacetime channels to supply the post-war deluge of demand at prices far below their pre-war levels.

The figure behind these figures was born Harold Mark McClelland in Tiffin, O., in 1893. Son of a migratory Methodist minister, he moved frequently during his youth, residing principally in small college towns.

It was during his grade school career that he crossed paths with another lad who was also to figure prominently in Government circles. His name was Harry Hopkins.

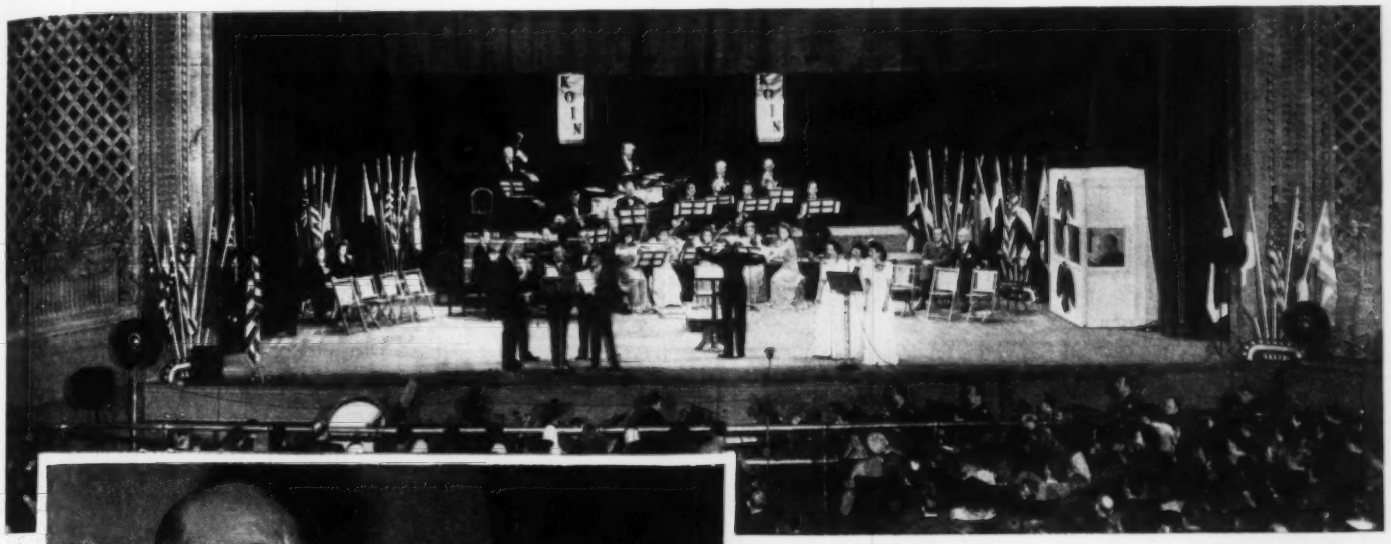
Matriculating at Kansas State Agricultural College, class of 1916, Gen. McClelland, first gave expression to his affinity for radio and communications when, in his sophomore year he constructed an experimental radio station with a portable transmitter and receiver. The project later developed into the college broadcasting station.

Commissioned in the Infantry shortly after the American entry into World War I, Gen. McClelland was detailed to the Aviation Section of the Signal Corps, merging his twin enthusiasms for flying and communications.

In July 1919 he was assigned to overseas duty and stationed in London, as assistant aviation officer, Headquarters of the Provisional District of Great Britain.

Returning to the States he augmented his field experience with special courses in communications at Columbia U. and Fort Sill,

(Continued on Page 48)



Above—War Loan Drive opening in 4000-seat Civic Auditorium.

MUSIC IN THE PUBLIC SERVICE

- To launch and help carry on every War Loan Drive.
- To promote War Bond Sales through KOIN's own weekly half-hour "Million Dollar Club" broadcast.
- To provide summer park concerts.
- To entertain soldiers each week in the big Barnes military hospital.
- To furnish instrumental and vocal music for service and civic functions.

These are among KOIN's musical contributions in the public service

JOSEPH SAMPIETRO... *Musical Director*

. . . is recognized as the Pacific's Northwest's premier maestro. He has headed KOIN's large musical staff since 1930, having graduated to radio from equal prominence in the theatres.

This is the 8th in a series of stories of KOIN's prestige-building community activities. Others have told of special war efforts . . . educational and farm programs . . . coverage of special events . . . civic committee participations, etc.

Its music is another reason for KOIN's leadership in its community.

OWEN C. 'RED' DUNNING
(above)
is assistant-director and arranger.

At right, in character, with his popular group, *"Red's Gang"*

JAMES C. RIDDEL
(above)
is vocal director.

At left, with his *"Barbershop Four"*

FREE & PETERS, INC.
National Representatives

KOIN PORTLAND OREGON

CBS

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(Continued from page 46)

Okla, after which he was assigned to the office of the Chief of the Air Corps in Washington.

After four years in the capital he trekked cross-country to Rockwell Field, Cal. where he organized the now famous 19th Bombardment Group. Shortly thereafter he was elevated to the post of Commanding Officer of the Rockwell Air Depot.

There followed two years of advanced instruction, after which he was assigned to the Operations and Training Division, G-3 of the War Dept. General Staff, Washington. In 1941 he was named Chief of the Air Branch of that division.

That same year he was sent to England as a member of the special Army Observer Group, and was subsequently made Assistant Chief of Staff, Operations, Hq. ETO. He returned 14 months later to become Director of Technical Services, Headquarters Army Air Forces, Washington.

In March 1943 he was selected Assistant Chief of Air Staff, Operations, Headquarters Army Air Forces, and in July the same year he succeeded to his present position as Air Communications Officer. One of his principal functions in his current post—aside from supervising the smooth operation of his global communications army—is the constant and unremitting development of new ideas in the use of communications equipment to counteract the ceaseless and ingenious Axis attempts to create effective secret electronic weapons to abate our unrelenting air attack.

A tireless worker, Gen. McClelland's outside interests are now confined largely to his family, consisting of one son, Alan, a corporal in the Army Air Forces, and his charming and able wife, Doris Cruger McClelland, who is treasurer of the National Assn. of Air Forces Women, of which Gen. H. H. (Hap) Arnold's wife is president.

A command pilot, Gen. McClelland has more than 5,000 flying hours to his credit and most of his extensive traveling is done by air. He is the type of executive who believes in seeing at first hand the work carried on by those in the field and his relentless industry enables him personally to cover the manifold interests of the Air Communications Officer.

As one of his colleagues has remarked in commenting on Gen. McClelland's dynamic personality: "The General is one of the reasons why nothing can stop the Army Air Corps."

WFOY Business Up 75%

WFOY St. Augustine, Fla. has reported a 75.5% increase in business for March over the same month last year, according to J. Allen Brown, general manager.

Personal NOTES

KARL WYLER, manager of KTSM El Paso, Tex., served as sales-chairman for the 1944 Southwestern Livestock Show. Mr. Wyler has purchased two calves on behalf of KTSM and NBC to be entered in the show for next year. Names of the calves are "Mr. KTSM" and Mr. NBC".

JOHN M. SMITH, former general manager of RCA Victor Division, has been named vice-president in charge of manufacturing of P. R. Mallory & Co., Indianapolis.

JOHN COWLES, vice-presilent of the Iowa Broadcasting Co., licensee of KSO-KRNT Des Moines and WMT Cedar Rapids, Ia., has been nominated for the Board of Overseers of Harvard. He graduated from Harvard in 1920.

FRANKLIN O. PEASE, former general manager of the Video & Sound Enterprises, Omaha and Kansas City, now national supervisor of Ross Federal Service Inc., Philadelphia, has announced his engagement to Anne Smith, Philadelphia.

MURRAY MORRISON, former manager of CKGB Timmins, Ont., is now stationed in Britain with the Royal Canadian Army Signal Corps.

ARCH L. MADSEN, former manager of KOVO Provo, Utah, has joined the staff of KSL Salt Lake City as assistant to the manager.

HARRY GENNETT Jr., doing special electronic work for the Kaiser Shipyards, California, for two years, has returned to Charles Michelson Radio Transcriptions, New York. He will be in charge of production and recording at the factory of Gennett Records, Richmond, Ind.

WILF WOODILL, manager of the Toronto sales office of CKSO Sudbury and the affiliated daily *Sudbury Star*, has been given leave of absence to join the radio engineering division of the OWI for overseas duty, reporting in New York April 24. Mr. Woodill has been manager of the Toronto sales office since its inception a year ago and prior to that was manager of CKSO. He is replaced at Toronto by his assistant, Florence Riley.

HOWARD L. HAUSMAN, CBS attorney, is due back at his office this week after two weeks absence for an appendectomy.

ROBERT C. GRIFFITH, recently a Navy lieutenant and previously with *Collier's* advertising department, has joined WOR New York as account executive.

ROY C. KELLY, executive vice-president of the Associated Broadcasting Corp., addressed the National Assn. of Evangelicals April 14 at their annual convention in Columbus on the ABC Network, emphasizing that the new network operation is not a "religious network."

EDMUND A. CHESTER, CBS director of shortwave broadcasting, and Roberto Unanue, assistant director of Latin American relations, on April 14 attended the Pan American Day ceremonies in Havana, Cuba, in connection with the presentation of the annual award of the Pan American Colombista Society, given this year to CBS.

BILL RAYBURN has resigned as promotion manager of CBS Radio Sales Division, which represents CBS owned stations, to enter the Army.

New Cassidy Post

JAMES CASSIDY, special events chief of WLW WSAI WLWO Cincinnati, Crosley Corp. stations, has been elevated to the post of director of international broadcasts, Roger Baker, stations' public relations head, announced last week. Mr. Cassidy will coordinate international pickups involving the Crosley stations and Britain, China, Australia, Canada, Turkey, Switzerland, Sweden and Russia. He participated in arrangements with the British Broadcasting Corp., whereby broadcasts are exchanged between BBC and WLW and special programs originate in England for the WLW midwest audience. Following his graduation from the U. of Cincinnati Mr. Cassidy became a member of the Catholic Youth Organization publicity staff in Cincinnati and joined the WLW-WSAI publicity staff in 1938.

Mr. Cassidy

Moore Promoted

PROMOTION of George H. Moore, for the last six years sales promotion manager of WCKY Cincinnati to the post of local manager of the station has been announced by L. B. Wilson, station owner. Mr. Moore has been connected with WCKY since it began operations 15 years ago in Covington, Ky., across the Ohio river from Cincinnati.

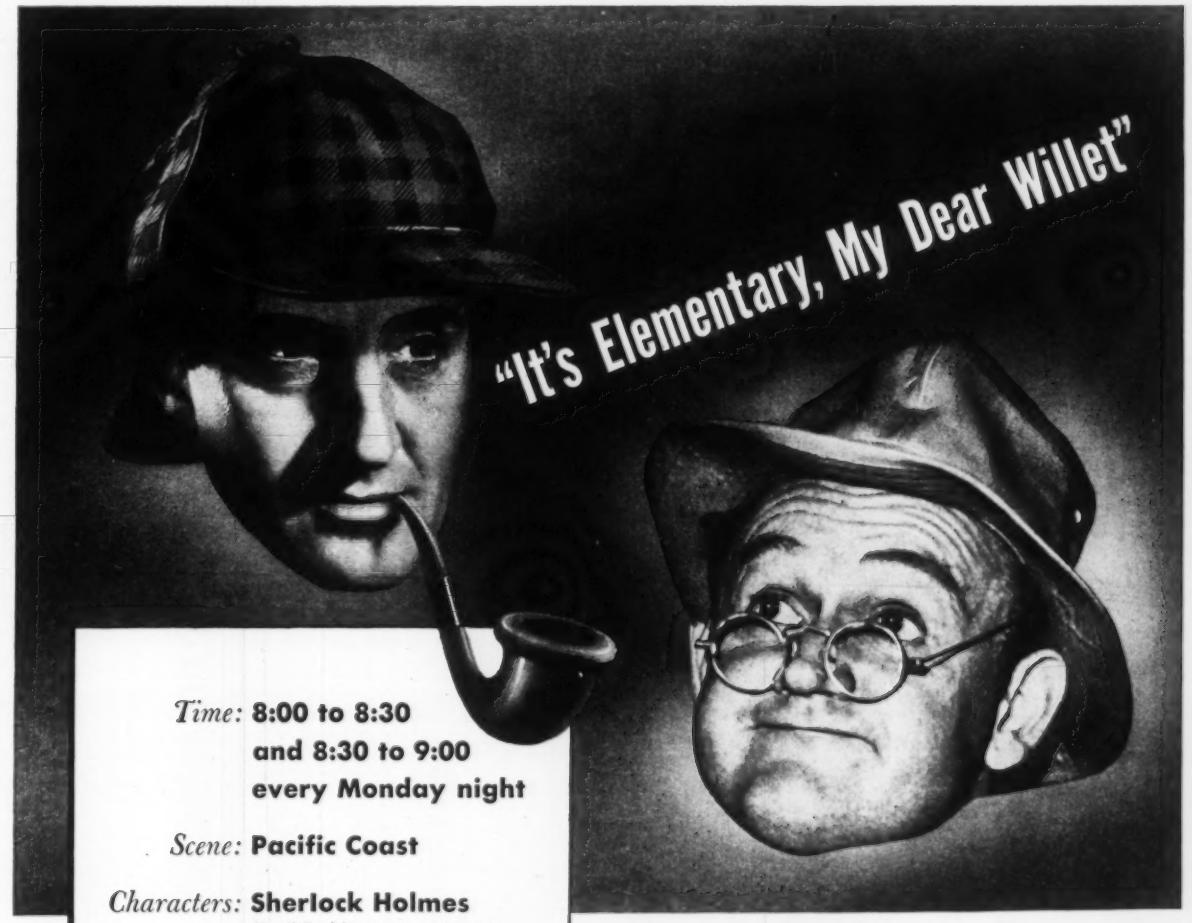
Mr. Moore

New Canada Censor

WILFRED EGGLESTON, Canada's chief censor of publications, has been appointed director of censorship to succeed Col. O. M. Biggar who is retiring at his own request. Mr. Eggleston, who also served as chief cable and telegraph censor, is a former member of the Parliamentary press gallery at Ottawa. Col. Biggar accepted the post in 1942 on a temporary basis. He is also the Canadian chairman of the Canada-United States Joint Defense Board.

Major's Task

DISTASTEFUL TASK of fining soldiers a few miles from the Italian front for improper wearing of the uniform was wished on Maj. Ormond Black, who formerly managed WAPI WSGN Birmingham and WNOE New Orleans. But orders are orders and Maj. Black, according to an INS dispatch, is acting as justice of the peace for any infraction of the orders, although he is being as lenient as possible with the boys especially those back from the front.



Time: **8:00 to 8:30 and 8:30 to 9:00 every Monday night**

Scene: **Pacific Coast**

Characters: **Sherlock Holmes** (Basil Rathbone) star of Petri Wines' Show, *Sherlock Holmes*

Ben Willet (Cliff Arquette) star of Union Oil's *Point Sublime*

WILLET: "What's elementary?"

HOLMES: "Well, your show and mine. More people on the Pacific Coast listen to us than to any other network on Monday nights."

WILLET: "That's right, Hooper gave your show an 11.2 (in Los Angeles, San Francisco, Portland and Seattle) and mine an 11.5 . . . 'course my show has only been on this network for 16 weeks!"

HOLMES: "Therefore our shows must be 'tops'...what!"

WILLET: "Well, I don't know, maybe it's Don Lee that's 'tops.' After all, my show switched from another network where it got a high of 8.9."

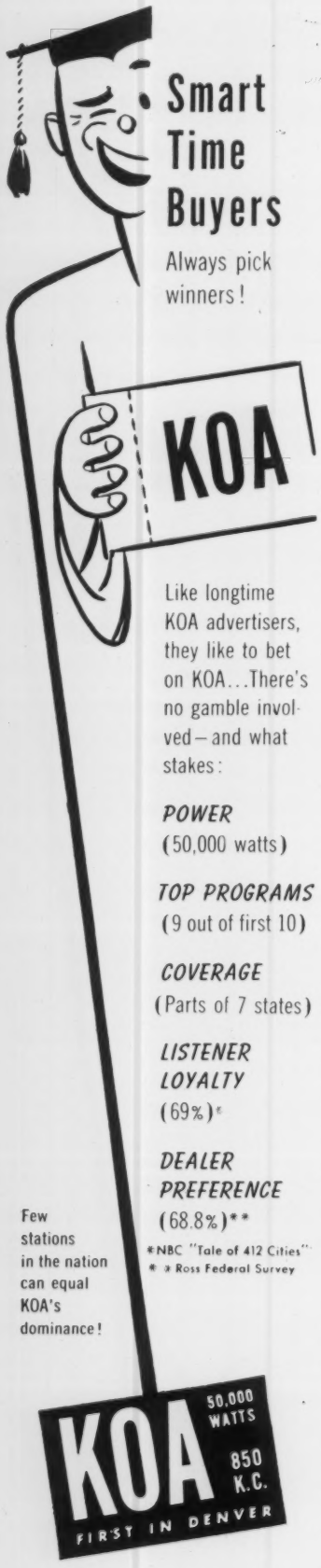
HOLMES: "Why, of course, man, it's the network. I should have thought of that. By the same logic—other shows should get more listeners if they switched to Don Lee."

Author's Note: *Holmes doesn't know how right he is. The counties in which the four Hooper rated cities are located (Los Angeles, San Francisco, Portland and Seattle) represent only 50% of the Pacific Coast's yearly $13,000,000,000 in retail sales—Don Lee dominates the other or "outside 50%"; in fact, a special Hooper coincidental survey (the largest ever made on the Pacific Coast) showed that in many of the "outside 50%" markets, the radio listeners were 60 to 100% tuned to Don Lee. You won't have to be a Sherlock Holmes to deduct that a good show on Don Lee will deliver more Pacific Coast listeners than the same show on any other network.*

The Nation's Greatest Regional Network

Mutual **DON LEE**

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.



BEHIND the MIKE

LIEUT. COL. BILL SLATER, U. S. A. retired, commentator and sportscaster, resumed his radio activities last week as co-reporter with Don Dunphy on the WINS New York broadcasts of the home games of the New York Yankees and Giants. Alternating with Mr. Dunphy, he replaces Al Schacht, baseball comedian originally signed for the series by Gillette Safety Razor Co., sponsor.

HENRY COX, artist representative and program producer, has joined the Blue's commercial program supervision division, reporting to George Brengel, acting head. Mr. Cox will service commercial programs, assist in building new shows and work on program sales.

AILEEN SOARES, of the Blue's publicity department, leaves the network April 28 to join the overseas branch of OWI as feature writer.

WILLIAM EWING, Blue Network correspondent with the U. S. Pacific Fleet, stationed for several years at Hawaii, is currently in Washington for a brief stay prior to his return to Hawaii.

BILL SHEA, producer of KPO San Francisco, is the father of a boy.

JERRY LAW on April 14 left WINS New York, where he served as director.

NILA MACK, producer of children's and women's programs on CBS, was confined to a New York hospital last week as the result of a heart attack.

TED PEGG, traffic chief of CBR Vancouver, has married Ruth Natalene Halliday, traffic chief for CBS Los Angeles.

MARGARET JESTLEY, formerly of CJAT Trail and CJOC Lethbridge, has joined the staff of CJOR Vancouver.

HAL MORGAN, WGAR Cleveland staff announcer, has been commissioned an ensign in the Navy and reports April 25 to Hollywood Beach, Fla.

MARILYN WUNDER, of the KSFO San Francisco publicity staff, has resigned.

FRANCES CONRAD, veteran radio broadcaster formerly with Edward Petry & Co., station representative, has joined the Blue network as a station relations contact representative.

BEN KAGAN, formerly on the writing-producing staff of the Office of War Information, has joined the script-writing division of NBC.

J. EDDIE GUEST, chief announcer of CKCL Toronto, has been promoted to program director, succeeding Maurice D. Rapkin, who resigned to freelance.

GORDON ROBINSON, Toronto, has joined the announcing staff of CHEX Peterborough, Ont.

JACK McDONALD has joined the announcing staff of CKGB Timmins, Ont., succeeding Ben Ward, who has gone to the affiliated *Timmins Daily Press*.

JOHNNY ADAMS is the latest addition to the announcing staff of WORL Boston, replacing Pen Brown, now with the American Field Service.

ROBERT FIDLAR, program director of WIOD Miami, was rejected for military service at his pre-induction physical.

RICHARD OSK, of the Blue Network publicity staff, and Helene Gray Carlson of Minneapolis, were married in New York April 7.

ELINOR LEE, director of women's programs for WTOP Washington, has been elected as one of the five members of the standing committee of Mrs. Roosevelt's Press Conference Assn.

MADELEINE CLARK and Vincent McConnor, free-lance script writers, have joined the CBS script department.

FRANCES BUNN has been appointed promotion manager of WSAI Cincinnati. Formerly, she was copywriter with Burkhart Adv.

JIMMIE LANDRY, announcer of WJBW New Orleans, is now with WDSU New Orleans. Replacing him at WJBW is Jimmie Jones.

EDWARD TOMLINSON, Inter-American advisor and analyst for the Blue network, and Latin-American correspondent for *Colliers*, has left this country for a two-month tour of the Latin republics. He continues his twice weekly broadcasts on the Blue.

BERNARD DOUGALL has returned to the Blue's script staff after a month's absence.

DAVIS GRUBB, formerly a member of the announcing staff of WBLK Clarksburgh, W. Va., is now a member of the announcing staff of WWPG Palm Beach, Fla.

BILL O'DAY, former continuity director of WBLK Clarksburgh, W. Va., has returned to WBLK as announcer after a year with WTOL Toledo. Elizabeth Sharpe, new to radio, is a new member of the WBLK announcing staff.

PATSY KENT, for the past five years associated with WFLA Tampa, Fla., has joined WDSU New Orleans as traffic manager.

DENNIS WIEGAND, formerly on the announcing staff of WKY Oklahoma City, has joined the announcing staff of KVOO Tulsa. Roy McKee, discharged from the Army, and Leon Goodwin, formerly with the Marines, are also new additions to the KVOO announcing staff. Rose Corey, former receptionist for the station, has joined the continuity department.

NORMAN BROKENSHIRE, former network announcer and recently with WMAL Washington, D. C., has joined WBYN Brooklyn.

CRAIG STEWART, formerly announcer with WCAU Philadelphia, is now with WOR New York.

BARBARA MEYER, formerly of CBS-Hollywood, is now a member of the sound effects department of KPO San Francisco.

Molohon to WFD

BARNEY MOLOHON, chief of the radio unit of the Food Distribution Administration for the past year and a half, has joined the radio section of the Treasury War Finance Division to handle special promotion on the Fifth War Loan Drive scheduled for June 12 through July 8. Previous to his association with the Government, Mr. Molohon was in commercial radio in both New York and Los Angeles.

Dillon Made Lt. Comdr.

LT. CHARLES E. DILLON of the Radio Branch, Navy Public Relations, was promoted to lieutenant commander last Wednesday. Lt. Comdr. Dillon was radio director of the American Red Cross for five years before entering the service.

Gross at KXEL

H. R. GROSS, veteran newscaster, has returned to his native Iowa to take over the news department of KXEL Waterloo, where he is scheduled for newscasts at 12:15, 6:15 and 10 p.m. daily. A veteran of World War I, he entered radio at WHO Des Moines in 1935 after several years in the newspaper field. For two years he was the Sohio Reporter for Standard Oil of Ohio on WLW Cincinnati and for the last year has been director of news at WISH Indianapolis. Mr. Gross was born in Arispe, Ia.

Mr. Gross

BUD JACKSON, hunting and fishing commentator of KVOO Tulsa, Okla., has been elected to membership on the national board of directors of the Izaak Walton League for conservation of wildlife.

BILL ROBBINS, former announcer at WCKY Cincinnati, has been promoted to corporal in the Army at Aberdeen Proving Grounds, Md.

MOREY SHARP, KLZ Denver announcer, is the father of a boy.

CYRIL SHAPIRO, new to radio, has been added to the announcing staff of WCBT Roanoke Rapids, N. C.

DAN DONOAHUE, formerly with WGKV Charlestown, W. Va., has joined the announcing staff of WIBG Philadelphia.

LEE JOHNSON, former WHBQ Memphis promotion manager, has joined Earl Farris Publicity Co., New York.

GLENN WEBER, formerly of WIBX Utica, N. Y., has joined the announcing staff of WKZO Kalamazoo, Mich. Other new WKZO announcers are Eleanor Stoskus, Harold Fitzgerald and Miles Olsen. Blanche Bordeaux has joined the WKZO continuity staff.

BOB PIKE, new to radio, has joined the announcing staff of WMPS Memphis, Tenn.

LEE JONES has joined the announcing staff of KLZ Denver.

BILL PLUMMER has joined the announcing staff of KDYL Salt Lake City. He replaces Glenn Harris, resigned. John Woolf, announcer, has left the station to join the Navy.

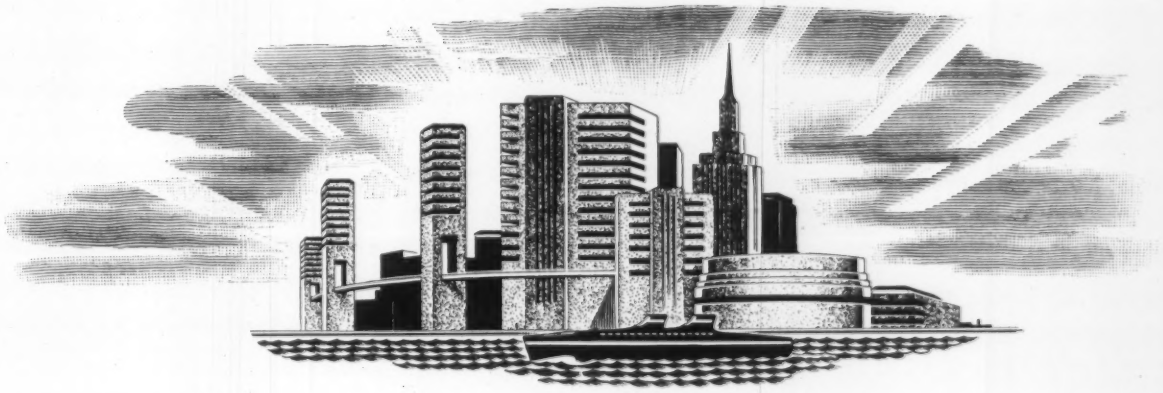
THOMAS H. ARMSTRONG, formerly staff announcer at WFMJ Youngstown, O., discharged from the Army, is now on the announcing staff of WGAR Cleveland.

BOB CAMPBELL, formerly of WCCO Minneapolis and recently honorably discharged from the Army, has joined the announcing staff of KFI-KECA Los Angeles. Mel Hunt, formerly of KFWB Hollywood, and Frank Hemingway, free-lance announcer, have also joined the KFI-KECA announcing staff. Pat Bishop, news-editor and announcer, is now in the Army.

Truesdell Named

LEONARD C. TRUESDELL has been appointed commercial manager of the Crosley Corporation manufacturing division it was announced last week by J. H. Rasmussen, Crosley commercial manager. Mr. Truesdell was formerly manager of the major dealer development department of the Frigidaire Corp. Dayton office.

TELEVISION 1954 A.D.



Back in 1944, you few men of vision in broadcasting management foresaw very clearly that the addition of sight to sound would open up vast new business possibilities.

You took a tip from experimental commercials during the war years which showed the spectacular effectiveness of mass persuasion by television. Shortly after victory, television time *did* leap into great demand, just as you thought.

DuMont anticipated, just as you did, that there would be a peacetime scramble to be "first with television." So they completed their designs for telecast equipment that set new highs in signal transmitting efficiency and new lows in maintenance and operating costs.

Then the DuMont Equipment Reservation Plan was formulated so that you prospective television station owners could *have* that equipment in operation at the earliest possible postwar moment. This plan placed DuMont's extensive experience in television station building and management at your command. In addition, this plan gave you "postwar priority" in equipment.

That, you thought, was one sample of television talk that sounded down to earth... it would cut down your trial-and-error losses, and put your telecasting business on a sound footing at the earliest possible moment.

So you dropped a line to DuMont in '44 and got on the television bandwagon—on time.

We know it's 1944! So you're invited to learn about the DuMont Plan now. Send for our new experience-sharing booklet "Planning Your Television Station." Do it TODAY!

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Beginning Our FIFTEENTH YEAR!

Since April, 1930, we've been serving the folks here in the rich "Heart of the Piedmont" — folks who have money to spend, and who spend lots of it for things they hear talked about on WSJS. And our aim is to keep on serving 'em and selling 'em for many more years to come.

•

Representatives
Headley-Reed Co.

NBC
Station For
Winston - Salem
and
Greensboro
and
High Point

•

WSJS
Winston - Salem
N. C.

Purely PROGRAMS

A WEEKLY experimental tele-toon series, a cross between the newspaper comic strip and the motion picture cartoon especially adapted for television, has been started on W6XYZ Hollywood, owned and operated by Television Products Inc. Character voices using off-stage microphones are synchronized with the camera focused on a screen where each pencil move of Frank Webb, cartoonist, is projected. Franklin Lacey and Shelly Mitchell portray the character voices.

* * *

Rehearsal Audience

DEPARTING from the traditional, the half-hour Thursday program, *The Human Adventure*, presented on WGN Chicago and the Mutual Network in cooperation with the University of Chicago, opened its doors April 6 to spectators to witness rehearsal windups. *The Human Adventure* will continue to be presented before a studio audience with admittance to the half hour of rehearsal prior to the broadcast. Sherman H. Dryer, producer of the series, explains to the audience production problems and procedure.

* * *

Know the Veterans

LINKING wounded servicemen with the world to which they will return, CBS on April 29 starts a weekly half-hour program originating from Army general hospitals throughout the country. *Visiting Hour* will consist of interviews with soldiers, a brief forum, a community sing, guest star appearances and sports questions, with Ted Husing, CBS sportscaster, as m.c. Series is designed to create a better understanding of the wounded soldier and of the service rendered by the Medical Corps of the U. S. Army Service Forces.

* * *

WSAI Youth Meeting

WSAI Cincinnati inaugurated the first of a series of *Junior Town Meetings of the Air* on April 16, 8:30-9 p.m. (CWT). High schools in Cincinnati have organized a Junior Town Meeting advisory committee which will work with the station in providing material for the show. Arthur Reilly, WSAI news commentator, is moderator, and Katherine Fox, public service director, is working with the committee. Topics relative to youth are to be discussed on the program.

* * *

Consumer Show

WNYC, New York municipal station, has started a series of weekly programs designed to show the consumer through dramas, satires and documentaries how he or she can help the war effort on the home front. Series is presented in cooperation with the regional Office of Price Administration and the N. Y. C. Consumer Council, and is directed by Ira Sherman, CBS shortwave division news editor, and Council radio director. Title is *Listen, Consumer.*

* * *

WAAT "G-Series"

U. S. SECRET SERVICE, in collaboration with the war activities division of WAAT Newark, is presenting a series of six half-hour broadcasts on secret service activities under the direction of a local agent.

WNEW War Discs

UNDER the title *Victory Playhouse*, WNEW New York is presenting a series of weekly half-hour programs, featuring transcriptions of war shows originally aired on the networks. Discs have been made available by the Federal Radio Education Committee and the U. S. Office of Education. The War Department, the domestic radio branch of the Office of War Information, and other governmental agencies have cooperated in making the discs available. The program *This is War*, originally produced on the four networks for the government by Norman Corwin, radio playwright, is now running on WNEW as a 13-week series.

* * *

International View

A TALK by Tsen-ling Tsui, first secretary of the Chinese Embassy, highlighted the first program over WINX, Washington, April 12 of *United We Stand.* Dedicated to "unity among the nations of the world", the series will spread public knowledge of cultures of great nations. Representatives of the Embassies and Legations are cooperating with the station in providing background material with emphasis on national music, literature and customs.

* * *

From the Far East

EXPERIENCES of our armed forces in the China-Burma-India theatre are presented on the Blue Network in a series of 13 weekly quarter-hour transcriptions entitled *Yanks in the Orient.* An army China-Burma-India radio team has been commissioned by Lt. Gen. Joseph W. Stillwell, commanding general of the Far East, to obtain material for the programs.

* * *

Relocation

DESIGNED to aid ex-servicemen return to civilian life, the new weekly program, *When They Come Back Home*, aired over WSB Atlanta, is produced in cooperation with the regional office of the War Manpower Commission. The ex-servicemen are interviewed on the program and employers who are listening are asked to consider their work qualifications.

* * *

Safety Rules

SAFETY RULES will be highlighted in a new series of children's programs, *Safety Legion Time*, starting May 1 on MBS. Broadcast consisting of modernized fairytales and songs will be conducted by Colleen Moore, former screen star, and Jess Kirkpatrick.

* * *

Script Encore

WBYN Brooklyn has started a series of weekly half-hour programs presenting outstanding radio scripts formerly broadcast elsewhere. Series is titled *Dramatic Encore.*

On Aviation

AVIATION program of KLZ Denver, *Speaking of Wings*, is now in its second year under auspices of the Denver Public Library. Bill Barrett, consultant in aeronautics, is presenting a series of six special programs on "Aviation as a Business". Among topics are: Air Terminals, Air Transport, Legislation and Federal Regulation, and Denver as an Air Center. Program is produced by the Rocky Mountain Radio Council.

* * *

Stamps

WESTCHESTER County (N. Y.) philatelists may now hear news of their cherished hobby through a weekly program, *The Stamp Collector*, to be heard Sunday evenings on WFAS White Plains, N.Y. The series will be conducted by Henry Fallon, of Yonkers, a collector for 20 years who has contributed articles to leading stamp publications.

* * *

Lunch Show

NEW INFORMAL interview program started over WGL Fort Wayne, Ind., is *Lunch at the Gridiron Room*, conducted Monday through Friday from the Fort Wayne Athletic Club. Persons interviewed are presented with War Stamp books. Added attractions include gag contest with novel and unusual awards.

* * *

Meet Your Minister

NEW Thursday feature on Bee Baxter's *Household Forum* on KSTP St. Paul, Minn. is "Hello, Pastor", presenting local ministers, priests, and rabbis. Leaving religion in the background, feature attempts to acquaint listening audience with these leaders of the faith as individual personalities.

* * *

Dental Series

DENTAL Assn. of New Jersey, through the New Jersey State Dept. of Health, has started a weekly quarter-hour series of dramatic broadcasts designed for children on WAAT Newark, *Tales From Ivory Towers.*

Down South It's
WLAC
NASHVILLE. TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

Studio Notes

KYW Philadelphia has arranged plans for complete and speedy European invasion coverage. Now on a 19-hour schedule, the KYW newsroom will swing to a 24-hour round-the-clock timetable when the invasion breaks.

NEW RATE CARD for WGY Schenectady (No. 11, dated April 1) shows no rate changes except for announcements, which are now $50 instead of $42 in the evening, $16 from 11:15 p.m. to 7 a.m. and $25 from 10:30 to 11:15 p.m. and from 7 a.m. to 6 p.m.

OVER 70,000 persons have visited the studios of KSTP St. Paul since the formal opening March 8 of Radio City. Reason for the crowds which have been touring Radio City is KSTP's promotion campaign, which included triple-size car cards in the Twin Cities and screen invitations in theatres throughout the Northwest.

FIRST jobber's edition of *Micro Topics*, house organ of Universal Microphone Co., Inglewood, Cal., has been issued under May dateline. To be published at frequent intervals, initial eight-page issue includes articles on past and present production of microphones as well as general trade information. Dr. Ralph L. Power, Los Angeles radio counsellor, is editorial supervisor.

KROS Clinton, Ia. sponsored the showing of "Air Force and the Retailer" at a dinner meeting at the Lafayette Hotel, Clinton, a fortnight ago. Nearly 200 business executives were guests of the station. Harry Burke of WOW was m.c.

KRNT Des Moines initiated by special broadcast a public opinion poll on the proposition of a local curfew, as suggested by several local groups to help curb juvenile delinquency. KRNT war program director, Lyle Flanagan assisted Mayor John MacVicar in checking the several hundred responses.

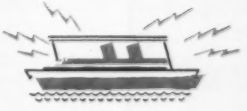
WTIC Hartford staged a demonstration of an educational broadcast for the April 19 meeting of the Connecticut Audio-Visual Education Assn., membership of which includes school principals and superintendents.

KERMIT-RAYMOND Corp., New York, is producing a series of transcribed programs based on material from the *The Woman*, magazine digest. Series of 52 half-hour programs is available to local stations for local sponsorship through arrangements made between Kermit-Raymond and Farrell Publishing Co., publishers. Discs were cut by Muzak Transcriptions Inc., New York.

AN INCREASE of 62% in WQXR New York sales for the first three months of 1944 over the same period last year, marks the biggest three-month period in the history of the station, according to Hugh Kendall Boice, vice-president in charge of sales. The 1944 dollar volume figures show that out of 38 new accounts since Jan. 1, 11 were using radio for the first time.

WITH the start of *Navy Bulletin Board*, a weekly half-hour musical variety show of orchestra music featuring dramatized interviews with Navy men, WHN New York now has five military service programs on the air.

BOEING AIRPLANE Co., Wichita, has made arrangements with KFBI Wichita, and Dick Campbell, news editor, for special newscasts of the latest war news for the workers in the Boeing-Wichita plants in Kansas.

April marks our 22nd birthday —yes, 900 of the 912 U. S. stations are younger than we are. During these years we were first to broadcast grand opera direct from the stage . . . first to broadcast a football game . . . first to broadcast ship-to-shore  on a regular schedule. Do you wonder we've been first and still are first in the hearts of listeners throughout the great Central Pacific Coast market?

KPO's still the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Great things are coming from

GATES

In back of Gates' all-out effort to produce transmitting and signalling equipment for the Army and Navy, there is constant research and development to improve efficiency and performance . . . to produce equipment at lower cost . . . to keep maintenance costs at a minimum. Our engineers have already developed specifications for transmitting equipment to be made when Peace comes . . . to give the Broadcasting Industry the benefit of our Wartime experience.

If you are faced with equipment problems entailed in keeping your system on the air, let us know about them. Our engineering staff is ready and willing to assist and advise—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

Agencies

JACK PEGLER, for the past 16 years associated with Lord & Thomas and Foote, Cone & Belding, has joined the executive staff of the Biow Co., New York.

EDMUND L. CASHMAN, New York vice president of Foote, Cone & Belding since January 1943, has been appointed general manager of the Hollywood offices of that agency.

WILLIAM S. SHEPHERD, former radio director for the Chicago park district board, has been appointed radio director of McCann-Erickson, Chicago, succeeding Jim Shelby, now in the Marines.

H. F. BARNES, formerly on the advertising staff of the *Arkansas Gazette*, has joined Gerald T. LeFever & Assoc., Little Rock, Ark., as account executive.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co., is the father of a boy.

EDWARD W. STEVENS, has joined the radio department of J. P. McKinney & Son, Chicago.

CHARLOTTE HILL, formerly in the copy department of Montgomery Ward & Co., New York, has joined the copy staff of Hill Adv., New York.

DOUGLAS CHANDLER, freelance, who has been associated with Erwin, Wasey & Co., New York, has joined the radio department of Compton Adv., New York, as a program supervisor.

ARNOLD ASLAKSON, formerly with the *Minneapolis Daily Times*, has joined Campbell-Mithun Inc., Chicago, to handle public relations on the account of American Dairy Assn., Chicago.

S. TRAVERS NEIDLINGER, formerly of the Curtis Publishing Co., Philadelphia, has joined the research staff of J. M. Mathes Inc., New York.

JOEL NICHOLS, former copy chief at Maxon Inc., New York, has joined the copy staff of Arthur Kudner Inc., New York.

HUMPHREY COBBS, formerly of the Office of War Information and author of *Paths of Glory*, has joined the copy department of Kenyon & Eckhardt, New York.

GILES L. FINDLEY, veteran newspaperman, has been appointed head of the public relations department of McCann-Erickson, Minneapolis.

FRED G. HEBERT has joined McConnell, Eastman & Co., Toronto, as account executive. He was formerly sales promotion manager of CHML Hamilton.

RAY RANDALL, San Francisco manager of Buchanan & Co., was elected chairman of the board of governors of the northern California chapter of the American Association of Advertising Agencies for the coming year at a meeting of the board April 13. Other officers elected at the meeting were Clarence Hestoroff, McCann-Erickson, Inc., vice chairman, and Richard Russell, Foote, Cone & Belding, secretary-treasurer. Members of the board are W. H. Wilde, the McCarty Company, and Alvin Long, Long Advertising Service.

RUTH THORLY, in charge of casting at the Harry Conover Model Agency, has taken on additional duties as head of the agency's newly organized television department. Plans are under way to present three "cover girls" weekly on W2XWV, the Allen B. DuMont Labs. station in New York.

W. H. Johns, of BBDO, Agency Pioneer, Is Dead

WILLIAM HINGSTON JOHNS, 76, chairman of the board of BBDO, New York, died in Flushing Hospital, New York, Monday, April 17, of uremic poisoning suffered at his winter home in Boca Grande, Fla., April 6.

Mr. Johns was the first president, and one of the three founders of the American Assn. of Advertising Agencies, established in 1917. He entered the advertising field as copy writer for Funk & Wagnalls Co., where George Batten was advertising manager. As space salesman Mr. Johns joined with Mr. Batten in 1889 when the latter opened his own advertising firm, forerunner of BBDO. On Mr. Battan's death in 1918, Mr. Johns became president of the company, and when it merged with the agency headed by Bruce Barton, Roy S. Durstine and Alex F. Osborn, he became first BBDO president. In 1936 he became chairman of the executive committee. In 1939 he succeeded Mr. Durstine as chairman of the board. Mr. Johns received the *Advertising & Selling* gold medal award in 1936.

Joins Erwin, Wasey

GEORGE F. ENDICOTT, railway equipment designer and private engineering consultant, has joined the staff of Erwin, Wasey & Co., Chicago, as technical advisor. A graduate of Purdue, Mr. Endicott was for many years car and locomotive designer and mechanical engineer for the Northern Pacific Railway Co., St. Paul. He more recently was with Hydraulic Controls, a division of the New York Air Brake Co. In his new capacity, Mr. Endicott will assist Erwin, Wasey, Chicago in serving technical and industrial accounts.

Tarpey Appointed

MALCOLM F. TARPEY has been named radio director of Pacific Coast Adv. Co., San Francisco. He had previously been with Young & Rubicam, Lord & Thomas and J. Walter Thompson Co. Stephen H. Schaffer, formerly of NBC, has been appointed to the radio production staff and Norman E. Mork, media director, becomes timebuyer.

DOROTHY ABEL, former assistant advertising director at Elizabeth Arden, New York cosmetic firm, has joined Small & Seiffer, Inc., New York, as copy head.

WILL GRANT Adv., Los Angeles agency, has moved to larger offices at 530 W. Sixth St. Telephone is Trinity 1384.

WALTER B. MORASKI, former art director and typographer for Edward Stern & Co., has joined Lewis & Gilman, Philadelphia, as production manager.

EDWARD L. BERNAYS, New York, public relations counsel, on May 1 moves from 9 Rockefeller Plaza to 26 East 64th St. Telephone will be Butterfield 8-5000.

CARLO DE ANGELO has resigned as radio director of Marschalk & Pratt Co., New York, to free-lance as producer and director.

BILL LIVINGSTON, a program director of the Blue has resigned to join Warwick & Legler, New York, as assistant radio director.

We have the Audience*

Look to WFBR for the listeners you want! The solid, substantial Baltimore families . . . the people who have made WFBR a daily listening habit for over twenty-two years. Today, there are over a million people in Baltimore . . . and they spend *four hundred million dollars annually!*

PROGRAMS DID IT!

We've built a loyal family of radio listeners during the twenty-two years we've been on the air . . . built it with programs Baltimoreans like best. In addition to airing all top-notch programs of the fast-growing Mutual Network, WFBR-produced shows have been longtime favorites; "Morning in Maryland," on the air six times a week for over six years; "Club 1300," six times a week for over four years; "Quiz of Two Cities," a half-hour weekly for over 350 consecutive weeks; and the "Tune Shop," which increased WFBR's afternoon listening audience *over 50% in three months.* Shows like these give WFBR *the* audience!

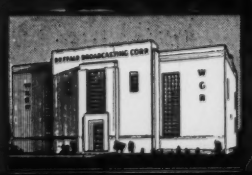
ADVERTISERS KNOW IT!

Many advertisers have capitalized on the reliability of the WFBR audience. One advertiser has been on the station thirteen years; one, for eleven years; one, for ten years; three have been on eight years! Such longtime records of radio-wise advertisers prove our point.

The facts add up to one important conclusion for radio buyers . . . if you want *the* audience in Baltimore, WFBR is the station that can deliver it!

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

RADIO CENTRE, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

WGR
5,000 WATTS by DAY
1,000 WATTS by NIGHT
890 K. C.
Buffalo's Most Powerful Transmitter Plant
MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

SALLY WOODWARD, for eight years conductor of a woman's program on WWJ Detroit and more recently director of consumer and educational relations for General Mills, and Mabel G. Flanley, president of the Advertising Women of New York and formerly on the executive staff of the Institute of Public Relations, have formed a partnership as Flanley & Woodward, offering public relations geared to the "woman's angle." Firm is located at 551 Fifth Ave., New York. Telephone is Murray Hill 2-0956.

CARLOS GUTIERREZ - RIANO, for the past six months consultant in the New York radio division of the Coordinator of Inter-American Affairs, has been shifted to the Hollywood office headed by Jack W. Runyon, assistant director and West Coast manager. Mr. Riano is on leave-of-absence from his post of director of station La Nueva Granada, Bogota, Columbia.

Collins Moves

FOR SEVEN YEARS account executive with the Buchen Co., D. R. (Spec) Collins, has joined the Mitchell-Faust Adv. Co., Chicago, as vice-president. He will specialize in the merchandising, distribution, advertising and promotion of durable goods, building materials and products marketed to the rural and small town trade.

READ WIGHT has left World Broadcasting System after nearly 10 years to join William Morris Agency, where he will assist William Murray in handling radio talent and writers. He will divide his time between New York and the Mid-West. Mr. Wight, for six years resident manager of World in Chicago, moved to the transcription company's New York headquarters last year.

ALIGHTING from a plane at Cincinnati are Carlos Franco (left), business manager of Young & Rubicam's radio department, and Warren Jennings, manager of the New York sales office of WLW Cincinnati, for a visit to the station. Mr. Jennings' right hand, swathed in bandages, has three burned fingers, the result of salvaging fat over the weekend.

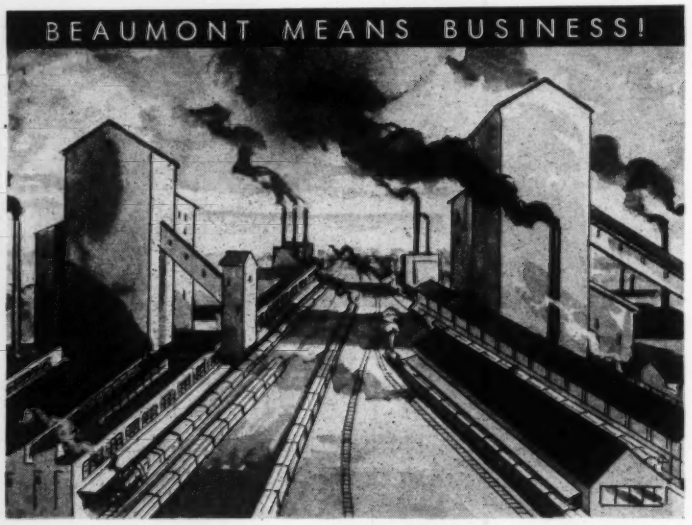
Pedlar to McGillvra

TOM PEDLAR, formerly in the radio department of Arthur Kudner Inc. has joined the New York sales staff of Joseph Hershey McGillvra Inc., station representatives, it was announced last week. Mr. Pedlar has had ten years sales and advertising experience in the radio recording department of NBC and with the Howard Wilson Co., station representative.

Albert W. Ellis

ALBERT W. ELLIS, 75, a founder and charter member of the American Assn. of Advertising Agencies, and owner and manager of A. W. Ellis Co., Boston agency, died April 14 at his home in Medford, Mass., after a brief illness. Mr. Ellis was instrumental in establishing the AAAA in 1917, and served as chairman of the New England Council from 1917-1918.

WIP Philadelphia has named George P. Hollingberry Co., New York, as national sales representative.



A GREAT
Rice Milling CENTER
POST-WAR AND POST-NOW!

For years rice milling has been one of the many great industries which have helped make Beaumont and the Sabine area a prosperous, populous market of well over 250,000 people. Rice mills, huge oil refineries, steel and iron works, shipyards, and great new synthetic rubber plants are your assurance of a market which will continue to grow . . . now and post-war.

Because of the phenomenal growth of Beaumont and the Sabine area, KFDM — with its Hooper-authenticated dominance—offers you a bonus in greatly expanded buying power. Why not include KFDM on your schedule now . . . and post-war?

Represented by Howard H. Wilson Company
KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

5000 WATTS • DAY AND NIGHT
WJW
BSO
The Blue horizon in Northeasterr. Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

Radio Advertisers

ARNOLD'S BRICK OVEN BAKERS Inc., Portchester, N. Y., has signed a 52-week contract with WOR New York for five participations weekly in Martha Dean's program, its first use of advertising beyond point of sale promotion. Spots in behalf of Brick Oven Bread start April 24. Business was placed direct.

LOUIS A. PETRI has been elected president of the Petri Wine Co., San Francisco, succeeding his father, Angelo Petri, who became chairman of the board. Albert Petri was named executive vice-president and L. N. Bianchini, formerly assistant secretary, was elected vice-president.

BITUMINOUS CASUALTY Corp., Rock Island, Ill. (insurance), has placed its account with L. W. Ramsey Co., Chicago. Plans for radio are said to be included.

BLATCHFORD FEEDS Ltd., Toronto (poultry and livestock feeds) has started a daily noon-hour newscast on CKNX Wingham. Account was placed by F. H. Hayhurst Co. Toronto.

NATIONAL Drug & Chemical Co. of Canada Ltd., Montreal (gin pills), has started flash announcements on a number of eastern Canadian stations. Account was placed by A. McKim, Montreal.

JOSLIN'S, Denver department store, has begun sponsorship on KLS Denver of the transcribed *Calling All Girls* program. Contract is for 52 weeks.

WARNER BROS. Corp., Philadelphia, has made its first extensive buy of radio time on KYW Philadelphia to exploit the opening of new pictures. Started April 16 with continuing programs set for April 22, 23, 29 and 30, five quarter-hour transcribed programs produced by Arch Oboler are scheduled for "The Adventures of Mark Twain." In addition, the theatre circuit purchased five station breaks for *The Cover Girl* and four one-minute announcements for *Broadway Rhythm* over a three-day period. Account was placed direct.

ATLANTIC & PACIFIC TEA Co., Philadelphia, on April 17 started sponsorship on WFIL Philadelphia of a five-minute news period for women, at 10:40 a.m., Mondays thru Fridays. The food company's house brand of bread and coffee will be exclusively advertised on the programs. Contract is for 13 weeks. Account placed direct.

MEDUSA PRODUCTS Co. of Canada, Paris, Ont. (proprietary), has started thrice-weekly transcribed announcements on a number of western Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

GOTTFRIED BAKING Co., New York, has appointed Hill Adv. Inc., New York, to handle advertising for Golden Crust bread. Radio is being considered.

GOULARD & OLENA Co., New York (insecticides), on April 23 began sponsorship on WJZ New York of a quarter-hour program format which features answering of listeners' gardening queries. Alexander Goulard and Harold Olena, who are partners in the firm will alternate on the program. Newspapers will be used to promote the series. Contract for eight weeks was placed through Metropolitan Adv., New York.

JOSEPH MARTINSON & Co., New York, started a 6:45 p.m. Sunday commentary by Dr. Frank Kingdon on WQXR New York April 23 and at the same time renewed for 52 weeks the same commentator in a Sunday morning program on WOR New York. Recently added participations on Martha Deane's WOR program rounds out spot schedule. Agency is Al Paul Lefton Co., New York.

LORSTAN STUDIOS, New York, which operates a chain of 27 photograph studios on the Eastern Seaboard, has signed for *The Better Half*, half-hour comedy quiz program heard on WOR New York. Sponsorship starts May 11. Agency is Alfred F. Tokar Adv., Newark, N. J.

NATIONWIDE VITAMIN Co., New York, is considering radio for a new product Vi-Potens. Agency handling the account is Norman A. Mack & Co., New York.

WCAR

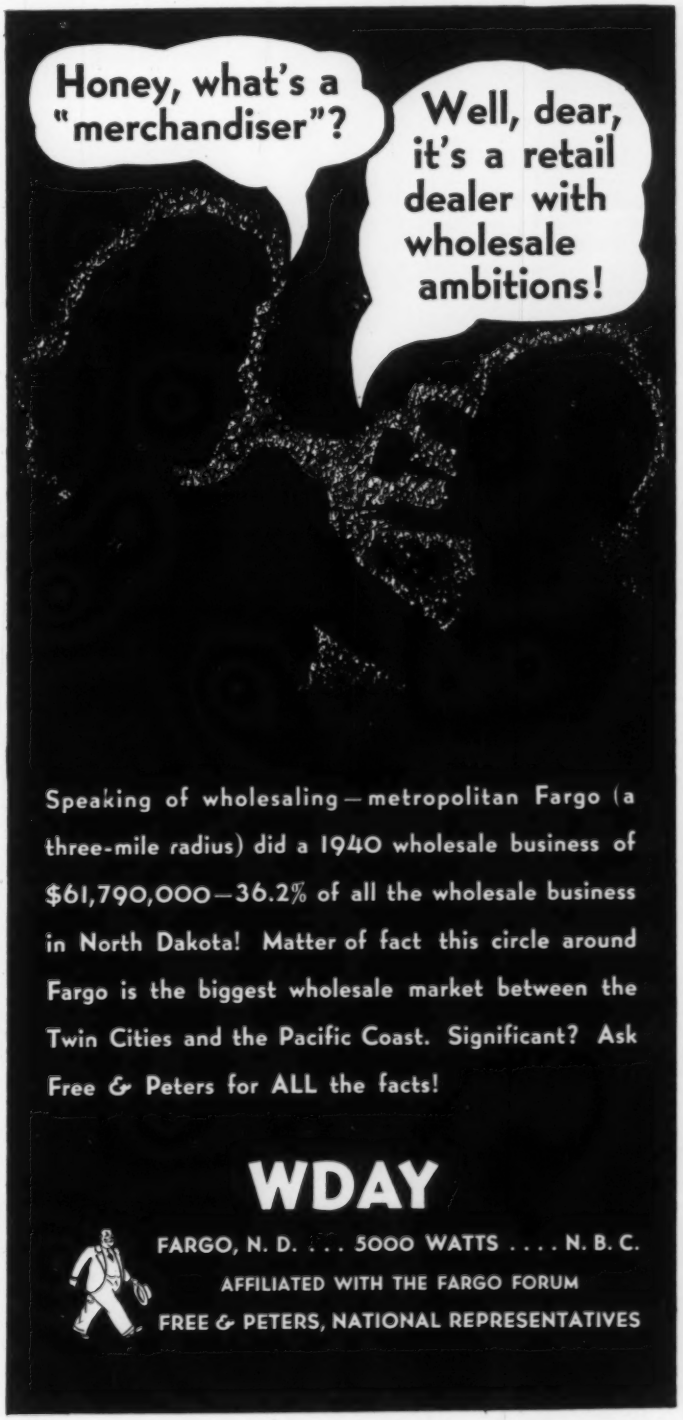
Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Pearson Co. • Chicago • New York



Speaking of wholesaling—metropolitan Fargo (a three-mile radius) did a 1940 wholesale business of $61,790,000—36.2% of all the wholesale business in North Dakota! Matter of fact this circle around Fargo is the biggest wholesale market between the Twin Cities and the Pacific Coast. Significant? Ask Free & Peters for ALL the facts!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

WKBW

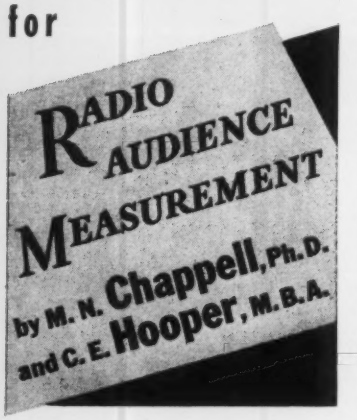
50,000 WATTS
1520 K. C.
Buffalo's Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

EVERY MAN AND WOMAN IN RADIO

has been waiting for



You know the Hooper reports, but you know them as isolated studies. Here you have an objective discussion of all current methods—coincidental, recall, recording, diary and panel—to help you in your work.

No matter what job you hold, technical, professional or commercial, executive or subordinate, you need this book. For it lights up and analyzes the "unseen audience" on which the future of your industry depends.

No authors are better known in their respective fields than Mr. Hooper, a pioneer in practical measurement of radio audiences, and Dr. Chappell, former psychology professor at Columbia University and international authority on the control of behavior through mass media.

RADIO AUDIENCE MEASUREMENT applies scientific principles in taking known facts and from these, forecasting the trends that are vital to invested capital and employment. The 268 pages of interesting text are built around 15 tables and 43 charts. (These charts will fascinate you!) In short, this book is a must for you and everyone else in the industry.

5 Days Free Examination

Send no money . . Examine RADIO AUDIENCE MEASUREMENT for 5 days. If you don't agree that it gives you a new, vital, practical insight into radio, return the book unharmed, and you will owe us nothing. Clip coupon NOW—mail to: Stephen Daye, Inc., Publishers, 48 E. 43rd St., New York 17, N. Y.

Stephen Daye, Inc. (Dept. B4)
48 E. 43rd St., New York 17, N. Y.

Send me "RADIO AUDIENCE MEASUREMENT" by Chappell and Hooper. Bill me $3.50 plus few cents actual postage. I will remit or return book unharmed, within 5 days.

Name .....

Address .....

City ..... Zone No. if any .....

State .....

☐ Save postage charges. Check here if you enclose check or money order—we will ship postpaid. Same examination and refund privilege applies, of course.
(In N. Y. City, please add 4c Sales Tax)

WILSON SPORTING GOODS Co., Chicago (athletic equipment), on April 19 began sponsorship of *Arch Ward's Sports Review*, Wednesdays, on WGN Chicago. Contract is for 13 weeks. Agency is United States Adv., Chicago.

AVION Inc., Los Angeles (aircraft supplies), in a 13-week campaign to stimulate employment, on April 9 started sponsoring a Sunday noon half-hour program, *Quizevents*, on KHJ. Agency is Hixson-O'Donnell Adv., Los Angeles.

WALLACE D. WARRICK, former vice-president of the W. E. Long Co., Chicago, has been appointed to study present and post-war baking conditions for General Mills, Minneapolis.

LEGION ICE CREAM Co., Chicago, on April 18 began sponsorship of one minute announcements seven days weekly during broadcasts of the Chicago Cubs baseball games for the season on WJJD Chicago. Agency is Malcolm-Howard Adv., Chicago.

WESTERN ELECTRIC hearing aids, product of Graybar Electric Co., New York, now promoted by some 12 individual dealers on local stations, will be advertised more extensively on the air during the coming months. Graybar is ready to provide in larger quantity a new series of transcribed spot announcements for local placement by sales agents. Charles W. Hoyt Co., New York, handles the account.

CENTRAL CHURCH OF CHRIST, Oakland (Cal.), has purchased a 52-week schedule (Sunday, 9-9:30 a.m. PWT) over KROW Oakland. Account was placed direct.

DANTE CANDY Co., Chicago, has appointed Newby & Peron, Chicago, to handle its advertising. Radio is being contemplated as a future medium.

Armstrong Additions

WILLIAM E. CASH has assumed office as assistant manager of the Glass & Closure Division, with specific responsibility for advertising and promotional activities, of the Armstrong Cork Co., Cameron Hawley, director of the Advertising & Promotion Dept., announced last week. Mr. Cash was formerly assistant advertising manager of the John C. Winston Co., Philadelphia. Other additions to the staff include Wallace R. Biggs, former head of the Journalism Dept. of Lehigh U.; Lawrence E. Geraghty, formerly with the Kelly-Springfield Engineering Co.; and Mary E. Kraft, a graduate of the Cleveland School of Art and interior designer.

WARD BAKING Co., New York, will sponsor *Dick Tracy*, the Blue network adventure series, on a local cooperative basis on WJZ New York and WENR Chicago starting April 25. Program is offered for local sale on those stations not carrying the network show for Sweets Co. of America, Monday through Friday 5:15-5:30 p.m. Ward has signed for the Tuesday and Wednesday periods. Agency is J. Walter Thompson Co., New York. Product is Tip Top bread.

BOND RADIO Co., Philadelphia retail radio store, has purchased the first commercial FM program in Philadelphia on WPEN-FM to advertise its radio service department and to call attention to post-war radio receiving set models. The Bond store on April 20 started a half-hour program of classical music recordings each Thursday at 8 p.m. Contract was placed direct for 13 weeks.

J. BIRD MOYER Co., Philadelphia (Moy, dental plate holding powder), in a 13-week test campaign which started April 2 is sponsoring two quarter-hour newscasts per week on KRKD Los Angeles. Agency is Glasser-Gailey & Co., Los Angeles.

POSTAL UNION Life Insurance Co., Hollywood, on April 17, for 13 weeks started sponsoring a five-weekly quarter-hour newscast on KECA Los Angeles. Firm also sponsors a daily quarter-hour recorded musical program on KRKD. Associated Adv. Agency, Los Angeles, has the account.

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee), has started a five-weekly five-minute musical program *Start the Day With a Smile* on WOR New York. Contract is for 52 weeks. There are no other immediate radio plans for the product. Agency is Alley & Richards Co., New York.

CANADA TO CARRY LEGISLATORS' DISCS

A COOPERATIVE effort of Canadian broadcasting stations will bring to the air by transcription 245 members of the Canadian Parliament who will tell local listeners what they are doing for their constituents on a program, *Report From Parliament Hill*. Reportedly sprouting from a weekly local program of the same nature, started last autumn by owner-manager Ken Soble of CHML Hamilton, Ont., this program, however, will include all the 245 members of the House of Commons, who will make their reports available to their home area, according to schedules to be set up later and will include no politics but only proposed legislation, visitors to the capital and other happenings in Ottawa of interest to local listeners.

Two recording studios are being established at Ottawa, one being maintained by All-Canada Radio Facilities, and the other by Stovin & Wright, Radio Representatives Ltd., National Broadcast Sales Ltd. and J. L. Alexander. The All-Canada studio will be in the charge of Jim Allard, promotion manager of CJCA Edmonton and the other studio under Chester Beechill, formerly of CJGX Yorkton.

To defray costs, stations are dividing expense of the recordings with fees based on number of recordings supplied monthly, and with maintenance costs being divided between the stations and their representatives.

Headquarters have been provided in the Parliament building.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *October 1943 thru February 1944*

A 5-MONTH RECORD TO BE PROUD OF!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

WGRC *Mutual*

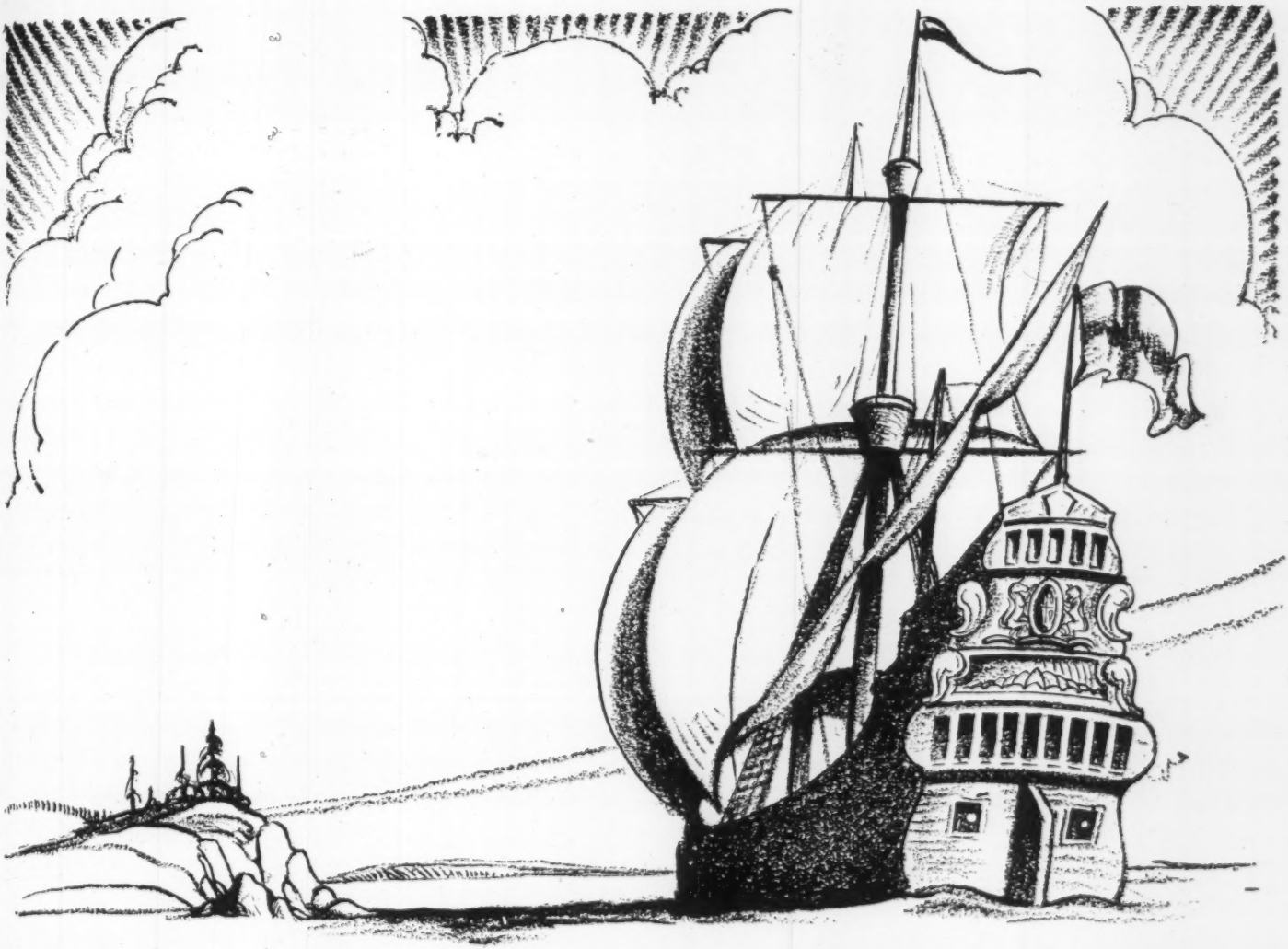
LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE

4 GROWING MARKETS GROWING STATIONS

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.



Have You Explored CANADA?

FROM the days of the first discoverers, Canada has paid rich dividends to those who have explored its wealth of possibilities.

Today, in Canada, a new frontier is opening. Postwar developments in aviation . . . population shifts . . . and international policy, promise a stronger, richer country.

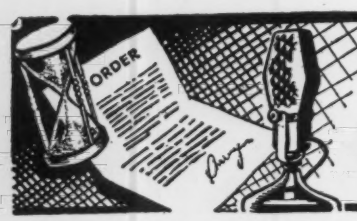
Now is the time to build the foundations on which your business in Canada can grow as the country grows.

Now is the time to prepare to grasp the opportunities which will be presented in postwar Canada.

Through CFRB, Toronto, you reach Canada's richest market. On a daily average, this station has a listenership consistently higher than those of the three other stations in this area. Those who know Canada choose CFRB and their selection is based on *results*.

CFRB

TORONTO 860 KC



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

Ludens Co., Reading, Pa. (cough drops), 156 *sa*, 26 weeks, thru J. M. Mathes Inc., N. Y.
Babson Bros. Co., Syracuse (dairy equipment), *t* weekly, 13 weeks, thru Fogarty Phelps Co., Chicago.
E. Fougera & Co., New York (Don Juan lipstick), 5 *ta* weekly, 52 weeks, thru J. M. Kern & Co., Philadelphia.
Penick & Ford (Brer Rabbit molasses), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Ball Bros., Muncie, Ind. (Mason jars), 5 *sa* weekly, 13 weeks, thru Applegate Adv. Agency, Muncie, Ind.
American Chicle Co., Long Island City, N. Y. (Dentyne), 76 *ta*, thru Badger, Browning & Hersey, N. Y.
Johnson & Johnson Co., New Brunswick, N. J. (surgical dressings), 5 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Megowen Educator Co., Lowell, Mass. (Crax), 3 *t* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Vick Chemical Co., New York (cough drops & Vitamins Plus), 10 *sa*, thru Morse International, N. Y.
Leaf Gum Co., New York (chewing gum), *sa* weekly, 13 weeks, thru Boxell & Jacobs, Chicago.
Periodical Publishers National Committee, Washington (farm appeal for forest production) 4 *t* weekly, 13 weeks, direct.
Walker Remedy, Ia. (poultry remedy), 6 *ta* weekly, thru Weston-Barnett, Waterloo, Ia.
Radbill Oil Co., Philadelphia (dry cleaner), 3 *sa* weekly, 26 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.
Laco Products, Baltimore (shampoo), 5 *sa* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.

WQXR New York

Exclusive Permanent Wave Co., New York, 5 *sa* weekly, 13 weeks, thru R. T. O'Connell Co., N. Y.
The Viking Press, New York (books), 62 *sa* weekly, 13 weeks, thru Green-Brodie, N. Y.
Society for Ethical Culture, New York, *ne* weekly, 52 weeks, direct.
Gruen Watch Co., Cincinnati, 70 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

KYW Philadelphia

Burma Vita Co., Minneapolis (Burma Shave), 6 *sp* weekly, 13 weeks, thru MacFarland-Aveyard, Chicago.
Minwax Co., New York (Liquid Floor Wax) 2 *sa* weekly, thru R. T. O'Connell. N. Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J. (Colgate Dental Cream), 5 *sa* weekly, thru Ted Bates Inc., N. Y.
Westinghouse Electric & Mfg. Co., Bloomfield, N. J. (electric bulbs), 12 *sa* weekly, 13 weeks, thru Fuller, Smith & Ross, N. Y.
G. Washington Refining Co., Morris Plains, N. J. (Instant Coffee), 11 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KFI Los Angeles

Southern California Telephone Co., Los Angeles 2 *ta* weekly, 52 weeks, thru The Mayers Co., Los Angeles.
Durkee Famous Foods, Elmhurst, N. Y. (Troco), 3 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv., Oakland, Cal.
O'Keefe & Merritt Co., Los Angeles (gas ranges), weekly *sa*, 52 weeks, thru Richard B. Atchison, Los Angeles.
Packard Bell Co., Los Angeles (radio mfgrs.), 2 *ta* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.

WBBM Chicago

Procter & Gamble Co., Cincinnati (Teel), 5 *sa* weekly, 13 weeks, thru The Biow Co., N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa., *sp* weekly, 42 weeks, thru Goodkind, Joice & Morgan, Chicago.
Dean Milk Co., Chicago, 6 *sa* weekly, 13 weeks, thru Chadwick & Harriman, Inc., Chicago.
C. J. Van Houten & Zoon, N. Y. (Vicoa), 5 *sa* weekly, thru Maxon Inc., Detroit.

KMOX St. Louis

Lever Bros. Cambridge, Mass. (Rinso), 6 *sa*, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Faultless Starch Co., Kansas City, *ne*, *sp* weekly, thru Ferry-Hanly Adv. Agency, Kansas City.
Lambert Pharmacal Co., St. Louis, 6 *sa* weekly, thru Lambert & Feasley, N. Y.
Glidden Paint Co., St. Louis, *sa* weekly, 13 weeks, thru Radio Sales, Chicago.

KMPC Los Angeles

Dr. Cowen Dentists, Los Angeles (Southern California chain), 6 *sp* weekly, 52 weeks, thru Dean Simmons Adv., Hollywood.
National Lead Co., San Francisco (Dutch Boy paints), 11 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., San Francisco.
Battle Creek Food Products, Battle Creek, Mich. (Minute Brew), 5 *sa* weekly, 52 weeks, direct.

KPO San Francisco

Globe Mills, Los Angeles (Globe A-1 flour), 2 *ta* weekly, thru McCann-Erickson, Los Angeles.
Bernhardt Ullman Co., New York (embroidery wool and cotton), 3 *sa* weekly, thru Grey Adv. Agency, N. Y.
Pan American Coffee Bureau, New York (coffee promotion), 5 *sa* weekly, thru J. M. Mathes, N. Y.
Northrup King Co., Minneapolis (seeds), 5 *sa* weekly, thru Garfield & Guild, San Francisco.
Carlite Products, New York (Oaklite Cleanser), 2 *sa* weekly, thru Calkins & Holden, N. Y.
Decorative Cabinet, New York (E-Z-Do Closets), 3 *sa* weekly, thru Grey Adv. Agency, N. Y.
Southern Pacific Co., San Francisco (help wanted), 5 *sa* weekly, thru Foote, Cone & Belding, San Francisco.
Arvey Corp., Chicago (R V Lite), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Mountain Copper Co., San Francisco (insecticides), *sa* weekly, thru Allied Advertising Agency, San Francisco.
Shasta Water Co., San Francisco, 6 *ne* weekly, thru Brisacher, Van Norden & Staff, San Francisco.
Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter), *sp* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
W. & J. Sloane, San Francisco (home furnishings), *sp* weekly, 52 weeks, direct.

KFAC Los Angeles

B. F. Goodrich, Los Angeles (employment), 6 *ta* weekly, 13 weeks, thru BBDO, Los Angeles.
Golden West Products, Los Angeles (peanut butter), 6 *ta* weekly, 52 weeks, thru Brooks Adv., Los Angeles.

WOL Washington

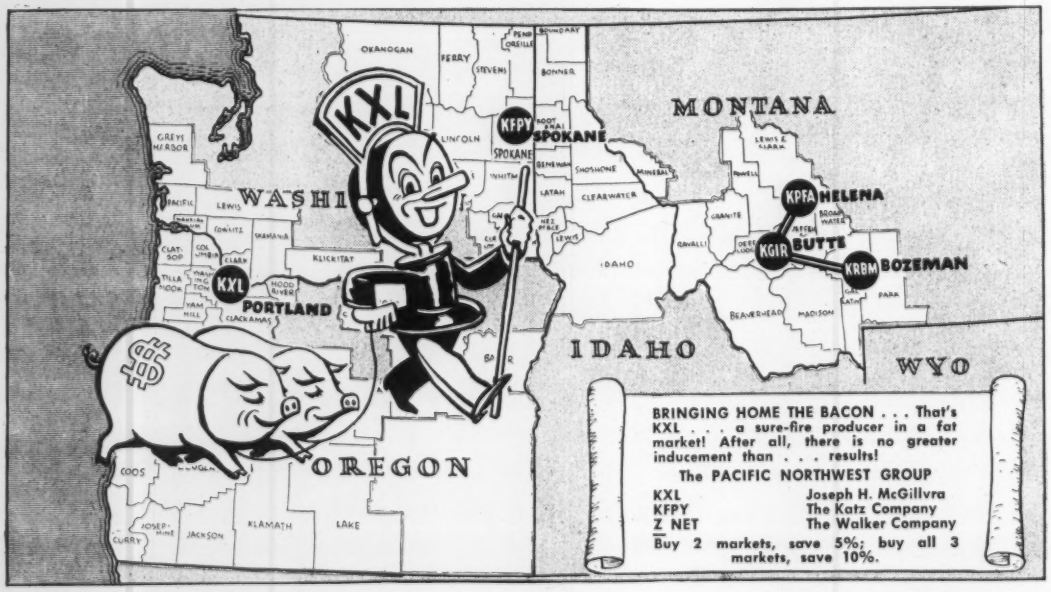
Adam Hats, New York, *sa* thru Lewis Agency, Washington.
Fleischman Distilling Corp., New York (yeast), *sa* thru Kenyon & Eckhardt N. Y.
Saturday Evening Post, Philadelphia, *sa* thru MacFarland-Aveyard, Chicago.

WJJD Chicago

Berghoff Brewing Corp., Fort Wayne, Ind., 28 *sa* weekly, thru L. W. Ramsey Co., Chicago.
Emergency Labs., New York (Poslam), 3 *sp* weekly, thru Redfield-Johnstone, N. Y.

WBTA Batavia, N. Y.

Ontario Biscuit Co., Buffalo, 3 *sp* weekly, 52 weeks, thru Moss-Chase Agency, Buffalo.



MUTUAL SENDS HITS TO PROMOTE NEWS

MUTUAL network last week opened a nationwide audience promotion drive for its news services with the release to all affiliates of a box kit, containing campaign outline and material keyed throughout to the forthcoming European invasion. Drive has been prepared under the direction of Harold Coulter, audience promotion manager. Stations are cautioned against handling invasion news promotion until the event has been officially confirmed.

Promotion kit is presented in the form of a card board desk file, 15x9 inches with separate indexed compartments containing a variety of material with descriptions of more bulky material to be had on request. Contents are divided into two groups—pre-invasion, and invasion news promotion.

Pre-invasion outline includes scripted spot announcements, a disc of announcements and a ten-minute program (to be sent shortly) and plans for a projected "showcase" program for Mutual news facilities. Display is included for other media.

A map of Europe for posting in a prominent place can be marked by red stickers.

CANADA LIKES U. S. SHOWS IN EVENING

AMERICAN NETWORK programs lead in evening time popularity in Canada, while daytime programs are led by Canadian originating shows, according to the April evening and March daytime national rating reports just issued by Elliott-Haynes, Montreal and Toronto. Charlie McCarthy and Edgar Bergen led the first 15 evening programs with a rating of 41.5, which is 81.1% of the sets in use. Fibber McGee & Molly, and Radio Theatre came second with a rating of 39.4, Jack Benny third with 37.4, and Bing Crosby *Music Hall* fourth with 32.6. In fifth place was the Aldrich Family, followed by the Canadian *Treasure Trail* quiz show, Bob Hope, the Canadian Air Force adventure program *L for Lankie*, *Waltz Time*, Fred Allen's *Star Theatre*, *Album of Familiar Music*, the Canadian shows *Fighting Navy*, John & Judy and *Share the Wealth* quiz.

The French-language network shows were headed by the French *Treasure Trail*, with a rating of 43.2, which is 81.6 per cent of the sets in use, followed by *Ceux Qu'On Aime*, *Secrets Du Dr. Morhanges*, *Le Cafe Concert*, and *Radio Theatre*.

Daytime English-language programs were headed by the Canadian program *They Tell Me* with a rating of 22.6, equivalent to 80.4 per cent of the sets in use, followed by *Big Sister*, Canadian show *Soldier's Wife*, Canadian program *Happy Gang*, *Road of Life*, *Vic & Sade*, *Ma Perkins*, *Lucy Linton*, *Pepper Young's Family* and *Right to Happiness*.

Daytime French-language programs were led by *Jeunesse Doree* with 32.1 rating, equal to 72 per cent of sets in use, followed by *Joyeux Troubadours*, *Quelles Nouvelles*, *Grande Soeur* and *La Rue Principale*.

Correction

RELIGIOUS series *The Word of Life Hour*, is placed direct, and not through M. C. Austin, New York, as previously reported [BROADCASTING, April 10]. Program originates at Gospel Tabernacle New York, and is sponsored by Word of Life Fellowship, New York.

in our twentieth year now, and

WDOD *continues to*

DOMINATE IN CHATTANOOGA!

SINCE 1925 (the beginning of radio in Chattanooga)
WDOD HAS ALWAYS BEEN OUT IN FRONT

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	OTHERS
MORNING INDEX (8 TO 12 P.M.)	48.2	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	45.9	25.1	27.7	1.3
EVENING INDEX (6 TO 10.30 P.M.)	43.2	35.5	19.3	2.0

TO REALLY SELL IN CHATTANOOGA, YOUR BEST BUY BY FAR IS WDOD!

THE TIME BUYERS STATION

A RECENT survey of national business shows WDOD with 76.9 per cent of all national spot business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here also is conclusive proof of WDOD's dominance.

WDOD

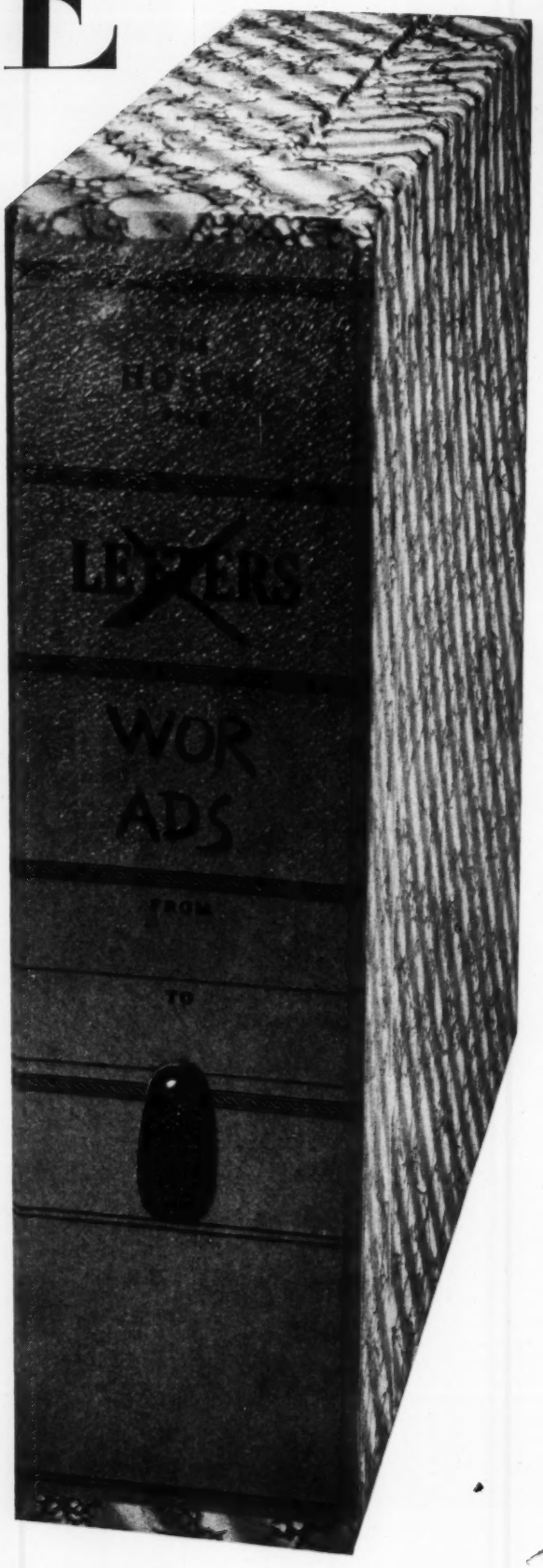
WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

IMAGINE

–somebody filing our ads!



SINCE LAST OCTOBER WOR has been dropping brightly-written little ads into the business section of New York's well-read "Herald Tribune".

Two, three, and — when paper permits — four times a week, WOR talks about this radio business. The copy pulls no punches. It names names; lists prices, persistently strips broadcasting of the misleading glamour through which the average business man tends to look at it.

The copy works. Our doorbell's *proved* this. And WOR sponsors who once shied as far from radio as a wily fox from a trap, say that they were first prompted to have a chat with us after reading what we wrote.

"Frankly, I file and reread those WOR advertisements," writes a dairy executive. "The stuff you're running is not only advertising WOR, but it's teaching business people that radio isn't the mystery some think it is."

If you live in Chicago, Los Angeles, or Des Moines, maybe you don't read the "Herald Tribune". But maybe you'd like to look at some of the business-provoking copy WOR's been running in it. The following pages bring you a handful of the more than forty ads that have made people say, "Tell me more!"

—that power-full station **WOR**

at 1440 Broadway, in New York

RADIO HAS BEEN A

FLOP

A flop at explaining itself to some business men. It sounds high and mighty. It sounds expensive. But it's easy to understand. And as inexpensive as you want it to be.

Starting this minute, WOR will, in a series of ads on this page, take the mystery out of radio; help you see the wisdom of advertising your wares on radio . . . on WOR, one of America's great stations.

FOR INSTANCE: One WOR morning program in September put a product's name into 1,000 listeners' minds each day for a paltry 34 cents. Astounded? See this page Friday; we'll explain further.

WOR

OH YES, YOU WERE ASKING ABOUT RATINGS

Not the Dun & Bradstreet variety; that's YOUR headache. Ours is listener-rating, something any man with wares to sell ought to know about. Here's how a rating is figured: WOR reaches 4,600,000 homes with radios. Now, just to be elementary, take a pie; think of its area as including 4,600,000 homes with radios and people to listen. Take a slice out, the size of the number of homes tuned to a given program, and that, gentlemen . . . in percentage, is the listener-rating.

We know, for instance, that on a tested Thursday at 9 P. M. 736,000 radios were tuned to WOR. That program had a 16% rating, spectacular return in ANY sponsor's language. Why not let WOR help YOU work up a big rating and sell YOUR product in carloads?

WOR

#3 in a series on radio-buying

WHAT'S THE SPOT GOT?

A spot is a 15-to-17-second radio program.
A spot is a fraction full of action.
A spot (daytime, 8 to 6, evenings 10:30 to 12) costs $60.
A spot (evening, 6 to 10:30) costs a mere $110.
A spot can be alive or transcribed.
A spot can be a playlet, a talk, a jingle, a . . . anything.
A spot can take about 35 words (your advertising agency can drive home a lot of salespoints in 35 well-heeled words).
A spot on WOR can catch a nice bite out of the 4,600,000 radio homes in our guaranteed listening area. Gentlemen, WOR has more spot *accounts* than any other station in New York. Better touch base with us; the line starts at the left of 1440 Broadway and snakes around the Longchamps corner!

WOR New York

#00 of a series on radio-buying

HOW TO KILL two birds WITH TWO RADIO STATIONS

Many a sponsor with a network radio show uses WOR for *plus-programming*. He uses his coast-to-coast show for institutional advertising and gets down to product selling with a spot show slanted straight for WOR's listeners.

LET'S TAKE A MINUTE

Clients who buy one-minute spots on WOR pay as little as $80 daytime, $150 per evening. A minute, if you'll eye your stop watch, is a long time. In a minute, on WOR, an advertiser can:

1. increase sales in the New York area
2. introduce and try out a new product
3. do "point of purchase" advertising
4. test the "pull" of an advertising idea
5. give last minute news about his product

In all, the one-minute spot is elastic. On WOR, a minute is a powerful piece of time. Because our *guaranteed* listening area includes 33 trading centers with populations of more than 100,000 people each. Our executive Sales Office will give you much more than a minute of its time if you will dial PE 6-8600 now.

WOR

#39 of a series on radio-buying

YOU, TOO, CAN BE A SPONSOR

Since so many business men think of the cost of radio programs in terms of seven figures, big and round . . . we wish to publicly display the facts . . .

You, too, can be a sponsor on WOR and sell more of your product than you ever thought possible . . . for only

$240
per fifteen minutes, day time

$480
per fifteen minutes, night time

$360
per half hour, day time

$720
per half hour, night time

Wonderfully light, is it not, for the sales, the prestige, the selected audience you get throughout WOR's area of 18,000,000 people and 4,600,000 homes with radios? How do you START . . . to become a sponsor? Have your secretary drop a line to our executive sales office.

WOR

#4 in a series on radio-buying

ARE YOU LOOKING FOR outs or outlets ?

Is your product out for the duration? Are you looking for an "out" with the public? WOR can keep your brand name on the collective mind for an amazingly few pennies per person (one show on WOR whisked in 1000 listeners a day for the grand total of 42c).

ARE YOU LOOKING FOR OUTLETS? Use WOR. A food distributor did, for his artificial flavoring. What happened? Within only eight weeks, 50 NEW RETAIL OUTLETS were added. Said this seasoned executive: "WOR pulled more results than any other medium we've used."

What can we do for you along these lines? Write our Executive Sales Office —or dial PE. 6-8600 for more facts.

WOR

#37 of a series on radio-buying

DO YOU MAKE SOMETHING FOR WOMEN?

Hairpins, or nail polish, or snoods, or canned soup? Why give your sales message to the other sex then? On WOR, you hand-pick your audience. We'll even sift it further and give you the KIND of women your product is made for. You do it by letting our staff or an advertising agency work up a program that will appeal to women, or just to a special KIND of woman. No other advertising medium in the world is so *exact*.

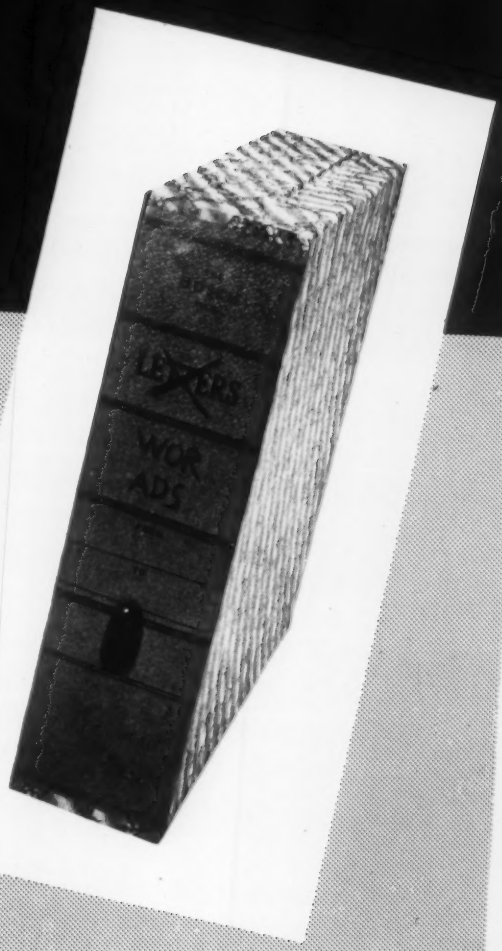
At WOR, you automatically inherit a great woman audience . . . In a recent survey, this question was asked: "What New York radio station has programs that you feel give you the most help in your household work?" These were the results:

WOR	**14.1%**
Station B	**12.4%**
Station R	**9.3%**
Station X	**2.4%**

Our phone number is PE. 6-8600
Ask for the Executive Sales Office

WOR

#5 of a series on radio-buying



"OH, RADIO'S ALL RIGHT FOR THE OTHER FELLOW"

Good Sir, radio is all right for YOU, too. More than all right if you have something to sell. No matter what. WOR has sold carrots and pianos and books and corsets and turkeys. It can sell YOUR product, too. Believe us.

ABOUT TURKEY . . . AND THE GRAVY: Through a 5-minute program 5 days a week, a marketer of turkeys TRIPLED his sales, received mail from as far as Maine, North Carolina, Michigan, and Canada. True, today, with the turkey shortage, you could sell the critter without lifting a finger . . . but WOR sold turkeys when they were all over the place. WE can sell YOUR product, too. Ask your secretary to call our Executive Sales Office on the wire so you can fire questions at us. The number is PE. 6-8600.

WOR

#7 of a series on radio-buying

LOOK . . . YOU DON'T HAVE TO HAVE CROSBY!

Say your advertising appropriation is fist-size. You're scared of radio because you think of it in terms of Crosby, Cantor and other powerhouses. It's a mistake. You can get good returns for your money by a lesser-known personality for a miniscule amount of money. For instance . . . for *$300 a week* you can buy 5 spot announcements daytime over WOR. Or, you can take part in an *established* program with a personality who has listeners by the thousands, for the same amount of money.

One sponsor on a participating program kissed us good-bye reluctantly because WOR had sold every last thing he had to sell. Good in a way . . . bad for us. But how would you like WOR to sell YOUR wares that way for so little? Call us now for details. The number—PE. 6-8600.

WOR

#6 of a series on radio-buying

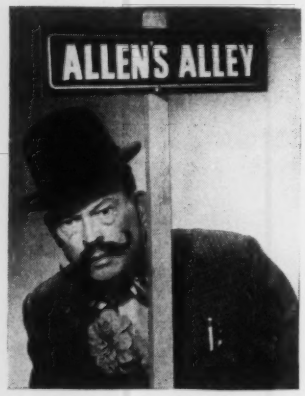
"M-I-S-T-E-R ALLEN, did you see the item in Printers' Ink about one of the ways Texaco merchandises this program?"

"The word, Portland, is pen and ink."

"No, I mean Printers' Ink, the magazine of advertising, management and sales. Mama says it is the advertising medium for advertising media."

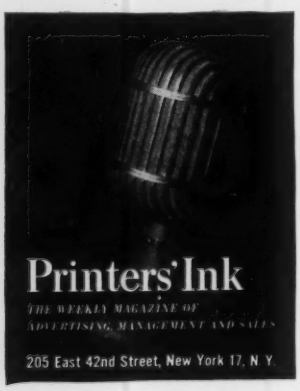
"Has Mama done any advertising?"

"No, but she is going to now that she has the dope . . . she takes Printers' Ink regularly."



"GET THIS MAN!" says Texaco in the magazine and newspaper campaign they are placing to help the war effort. They mean the little Nazi who buys his full quota of *Kriegsanleihe,* not the sinister Mr. Allen. The Texas Company knows that Mr. Allen does for sales what a complete Marfak Lubrication does for your car. Nobody is going to get him except maybe Mr. Morgenthau and then, we hope, only to sell war bonds.

IN ALLEN'S ALLEY, Alan Reed, Elsie Mae Gordon, and Jack Smart (Falstaff Openshaw, Mrs. Prawn and Senator Bloat) will confirm the general popular opinion that The Texas Company is doing a bang-up job in every medium they use. They could tell you, too, that most Printers' Ink readers find their war advertising problems less difficult than non-readers and that many, like Texaco, are preparing post-war sales programs now.



To paraphrase Falstaff Openshaw—

When your station needs promotion,
When it needs the adman's ear,
Printers' Ink will take your message,
They'll make sure that buyers hear.

If your hidden prospects floor you,
And their agents should be cursed,
Don't! P. I. will surely save you.
Like most others . . . buy it first!

At The Texas Company, Printers' Ink has 5 subscriptions, at Buchanan & Company, Inc., 6, at Newell-Emmett Company, 13, and at Erwin, Wasey & Co., Inc., 18.

Household Checks Favored by 'Pulse'

DANGER of inflated ratings of "giveaway" programs arising when the coincidental method of telephone interviews is used "disappears where audiences are measured by personal door-to-door roster interviews", the Pulse of New York, survey firm using the latter method of audience measurement, reports in the April issue of its monthly newsletter, *The Radio Audience.*

Of three such programs currently being broadcast by independent stations in the New York area, the Pulse reports that program A, broadcast from 10:30 to 11 a.m. and appealing primarily to housewives, has increased the station's rating for that period from 1.4% of listeners tuned in during the four months preceding the advent of the program to 4.1% during its first four months and 5.2% during the next five months.

Program B, combined with other programs which are interrupted four times a day, between 6:15 and 9:15 p.m., for the money-call to the audience, showed a slight increase of ratings for the quarter-hours involved for the first seven months after its inauguration, the Pulse states, but then interest dropped, with the following hour, when a popular music program is on, rating much higher.

Program C, originally on a network station at 6 p.m. and now on an independent station, also gives no evidence of a tendency towards inflation of ratings, the Pulse states, concluding that "these observations suggest that the ratings and audience appeal of the 'Funny Money' programs do not unfairly compete with the other programs . . . they express the degree to which these programs satisfy a part of the audience by responding to their requirements—lottery and gambling, profit, entertainment and showmanship interests. They are successful only as long as they satisfy such drives."

Missouri Educators Plan Statewide FM Network

POSSIBILITIES of what a statewide FM educational network will do for Missouri colleges, were discussed April 15 by representatives of 20 Missouri colleges who met at Stephens College, Columbia, Mo. Dean Douglas, educational department of RCA, Chicago, and William Dow Boutwell, U. S. Office of Education, attended.

The college FM committee of Missouri was organized as a result of the meeting and Sherman P. Lawton, head of Stephens College radio division, was named chairman. The purpose of the committee is to cooperate with a statewide educational plan, including all levels of education, and to work with the State Superintendent of Schools with a view to organizing a post-war FM educational network.

SHELVING CEREMONY for the moment is C. W. Meyers, president of KOIN Portland, who points out a line in Jane Powell's script for her first screen appearance, "Song of the Open Road". The 14-year-old songstress was known as "The Singing Sweetheart of KOIN" prior to accepting her Hollywood contract last September.

TED TAYLOR BUYS KTOK FOR $150,000

ACQUISITION of KTOK Oklahoma City by O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations, for $150,000, was approved last week by the FCC. Mr. Taylor also is 50% owner of KFMB San Diego.

KTOK was purchased from Harold V. Hough, general manager of WBAP-KGKO Fort Worth, 60% owner; Bert Honea, business manager of the *Fort Worth Star-Telegram,* which owns WBAP-KGKO; and J. R. North, editor of the newspaper. KTOK is on the Blue, and operates with 250 w fulltime on 1400 kc.

Mr. Taylor last February announced sale of his minority interests in the four stations of the Taylor-Howe-Snowden group, coincident with the completion of his arrangements to purchase KTOK. He sold his interests in KGNC Amarillo; KFYO Lubbock; KTSA San Antonio; and KRGV Weslaco, for $150,000 to his associates, Gene A. Howe, Texas publisher, and T. E. Snowden, of Hutchison, Kans. He remained with the stations, however, as general manager under a management contract.

Southern Oil Spots

TYING in with the spring and summer "salad season", Southern Cotton Oil Co., New Orleans, has started an intensive spot campaign on three New York stations, with plans to extend to other markets, using the same transcribed announcement by Irene Beasley, who also stars in Southern Cotton's CBS program. Songs are combined with straight copy in the discs, aired on WNEW WJZ WMCA from five to six times daily, five days a week. Products are Wesson Oil and Snowdrift. Agency is Kenyon & Eckhardt, New York.

NATIONAL Committee to Nominate Bricker or MacArthur is planning a series of four radio talks. John Schaefer, executive director of the committee, and head of John Schaefer & Assn., New York, is in charge.

TO NETWORK EXECUTIVES WHO "DON'T KNOW WHAT'S WRONG WITH THEIR PROMOTION"

THE flood of mimeographed letters, advertising reprints, circulars and brochures sent out by most radio stations and networks is, too often, not only expensive but futile.

Actual cost figures—for postage, paper and ink, addressing and mailing, salaries and payroll, light and heat and office rent—are usually away out of line.

And what is more, *results* are for practical purposes almost non-existent, except to clutter the mails of busy men.

What's Wrong With This Picture?

In a new organization recently formed, the subject of media promotion and advertising has come in for far-reaching and brutal analysis.

We saw in the media field the greatest opportunity for improvement of promotional effort in the whole field of advertising.

Certain media accounts, who "didn't know what was wrong with their promotion," saw what we were aiming at and went along. Results have been astonishing.

We are now ready, with an expanded staff, to serve just 2 more clients in the media field who are willing to stop kidding themselves and look facts in the face.

To these two, we offer a service they can find nowhere else in America—no matter how large or how small their appropriation may be:

—A year-round advertising campaign that will *sell*, planned and written to your special needs and kept within your budget.

—A sales presentation that will be *used* and *listened* to, built along revolutionary and thoroughly tested lines.

—A direct mail promotion campaign that will save you 35% to 50% on your present costs, and will get *read* and *saved*.

—*A continuing monthly survey of actual readership of the above which will eliminate guesswork and keep your entire program economical and effective, instead of expensive and futile.*

Your attitude now may be: "We are close to our own problem. We have a peculiar situation. We can do it best." Our present clients felt that same way. They now realize that outside help, an outside viewpoint and an outside evaluation of the facts were exactly what they needed.

We work on a fee basis, which saves you a predetermined proportion of your present promotion costs, and gets results as well.

It will cost you nothing to get the story. Write or wire:

BOX 186
BROADCASTING
870 National Press Bldg., Washington 4, D. C.

WBNX Denies Denny Charge It Played Horst Wessel Song on Air Continuously

CHARGES by FCC General Counsel Charles R. Denny Jr., before the House Select Committee to Investigate the Commission that prior to Pearl Harbor WBNX New York was "continually playing the Horst Wessel song" (Nazi anthem) were vigorously denied last week in a letter to Committee Chairman Lea (D-Cal.) by Louis G. Caldwell, Washington counsel for the station.

Testifying Tuesday Mr. Denny referred to WBNX WHOM WOV WGES and said: "You people have picked the four largest foreign-language stations and are making it appear that what happened to those happened to the other 170 foreign-language stations. Why before Pearl Harbor WBNX was continually playing the Horst Wessel song."

WBNX Denial

"Prior to Pearl Harbor, Mr. Denny, was there any law prohibiting the Horst Wessel?" asked Harry S. Barger, Committee assistant general counsel and chief investigator. Mr. Denny replied in the negative and answering a further question said there was no law to prevent it now, but he added:

"If WBNX breaks out with the Horst Wessel song tonight, we might look into their license."

[A transcript of Tuesday's hearings failed to contain Mr. Denny's remark that prior to Pearl Harbor WBNX was "playing the Horst Wessel song continually". A previous statement submitted by Mr. Denny read: ". . . in 1935 the Commission had received notice that the Horst Wessel song (the official Nazi hymn) had been played over one of the German programs" of WBNX].

Mr. Caldwell's letter, quoting a published report of the Tuesday hearing, said: "We desire to enter an emphatic denial of the charge thus reported to be made against the station. The responsible executives of the station have communicated the facts to us by telephone and have asked that we place them before you by letter as soon as possible for incorporation in the record of your hearings. If their testimony is required in confirmation of the facts . . . they will be glad to appear before your Committee."

The letter set forth that late in 1937 or early 1938 the Horst Wessel song was broadcast by WBNX on one occasion as part of a musical program in German, by the artist in charge of the program and without knowledge of the station management. Following some complaints "the management immediately instructed the artist not to play the song again, and instructions were adhered to," said Mr. Caldwell's complaint.

"So far as the executives of the station know, this is the only occasion on which the song was broadcast over the station either before or after that date," the letter continued. Mr. Caldwell cited written instructions given the staff of WBNX on Aug. 31, 1939, the day before Germany invaded Poland, listing 19 German songs, including the Horst Wessel, and banning their use on WBNX without special permission from the management.

"These instructions were followed scrupulously," wrote Mr. Caldwell. "No permission was sought or granted to broadcast Horst Wessel, and it was not broadcast. . . . The owners and executives are confident that any fair investigation will show that the station has maintained a high standard of program performance of a consistently patriotic character, and that there is no basis for any charge or innuendo of the sort contained in the quoted item . . . If Mr. Denny has been correctly quoted, they suggest that he supply the Committee with the dates on which it is claimed the Horst Wessel song was broadcast."

After Mr. Barger read Mr. Caldwell's letter into the record Thursday, Mr. Denny said: "It would, of course, be impossible to obtain all the dates on which WBNX played the Horst Wessel song. If I said 'continually' that, of course, was not correct because it implies all the time. My statement shows it was played in 1935 and this letter shows they were still playing it in 1937."

He submitted for the record a letter dated Nov. 20, 1935, from W. C. Alcorn, then vice-president and general manager of WBNX, in which Mr. Alcorn informed the FCC that the Horst Wessel music, "which is a tuneful march", was used by sponsors of several German programs and one program used it as a theme song, but he advised the Commission that the station had stopped its use following complaints made by the FCC.

Maine Commission Buys Fishing News on Yankee

MAINE Development Commission has started a series of thrice-weekly 150-word flashes on the Yankee Network giving latest fishing conditions in that state, as a fore-runner of post-war radio promotion of Maine as a vacationland.

Anticipating faster and improved transportation, a plan to reach potential vacationists along the Atlantic Seaboard and on into the Middle West is being considered. One possibility is a series of quarter-hour transcriptions placed in selected markets. With the Maine potato crop nearly sold, the Commission has concluded its spot radio campaign, although it is continuing in some newspapers. Agency is Brooke, Smith & Torrance, New York.

WQAM

THE VOICE OF TROPICAL AMERICA

MIAMI

CBS AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

Sylvania Radio Tube "Firsts"

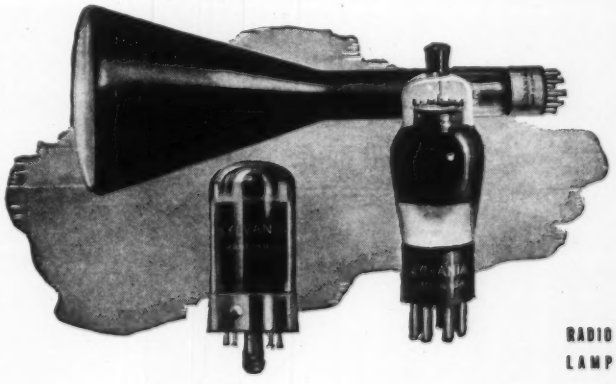
Sylvania was first to introduce a line of 1.4-volt tubes, which made the camera-type portable radio the rage of 1938 and later contributed to our military radio service.

Prior to this Sylvania development, the standard filament voltage for battery receivers was 2.0. This meant that two dry cells had to be connected in series to provide 3 volts. This power was reduced to 2.0 volts by means of a resistor, which dissipated one-third of the expensive voltage.

Sylvania 1.4-volt tubes operated, without resistor, on a single dry cell. Their low filament drain made it possible to build combination receivers that took their power from either a 110-volt power line or a single dry cell.

This development, which is typical of Sylvania's leadership in engineering of economical standardization, went to war in portable radio equipment for close-range military communication. On every front 1.4-volt tubes reduced by half, the battery weight that our boys have to carry.

Quality that Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS

NAB Sectional Survey of Radio's Part In War Effort Shows $202,150,500 Total

RADIO'S contribution to the war effort in 1943 was valued at $202,150,500, the NAB estimated last week in a compilation based on monthly reports received from stations comprising a one-tenth sample of the industry and OWI allocation assignments.

Differing sharply from OWI's estimate of $103,582,000, Paul F. Peter, NAB Director of Research, explained that the discrepancy in figures is due to three principal variations in determination of time and talent valuations: (1) OWI reports only part of radio's total job (2) OWI employs net instead of gross values (3) OWI bases its estimates on 1942 revenue.

OWI's estimate for 1943 was issued last November and was a revision of an $86,000,000 figure estimated in advance at the beginning of the year. The larger figure, the Radio Bureau admitted, did not include millions of dollars in time and talent contributed by stations and sponsors outside of OWI commitments.

The NAB estimated that station and network time contributed to war messages on a "sustaining" basis had a value of $93,000,000. Another $81,000,000 was accounted for by time given on sponsored programs and the remaining $28,000,000 was estimated as the value of talent involved in both types of programs.

Mr. Peter pointed to the monthly reports received from stations as evidence of the vast contributions to war themes in addition to OWI allocations. In the case of such campaigns as the Fourth War Loan and the Red Cross, he asserted, the reports showed enormous activity by the stations in originating programs in support of these drives. The reports are received each month from 90 stations selected to provide a cross-section of the various classes of stations in continental United States.

The breakdown follows:

Government Agency	*Network Spot & Special Assignment*	*Station Contribution*	*Total*
Treasury Department	$ 26,323,900	$ 23,374,500	$ 49,698,400
Department of Agriculture - WFA	12,281,200	9,905,900	22,187,100
War Production Board	8,429,100	1,147,700	9,576,800
War Department	8,385,400	4,733,900	13,119,300
War Manpower Commission	6,282,200	5,737,000	12,019,200
Office of Price Administration	4,501,000	6,099,300	10,600,300
Navy Department	4,466,700	3,332,400	7,799,100
Office of Economic Stabilization	4,371,400	2,179,400	6,550,800
Federal Security Agency (Public Health)	3,216,600	4,288,200	7,504,800
American Red Cross	3,181,200	5,721,200	8,902,400
Office of Defense Transportation	2,748,000	3,907,900	6,655,900
National War Fund	2,102,300	4,620,600	6,722,900
Petroleum Administration for War	1,910,200	633,400	2,543,600
Rubber Administration	819,300	53,500	872,800
United Service Organizations (Books)	546,800	801,400	1,348,200
Social Security Board	417,000	1,209,500	1,626,500
War Shipping Administration	389,700	2,044,600	2,434,300
Office of Civilian Defense	202,400	1,033,100	1,235,500
Federal Bureau of Investigation	75,300	78,400	153,700
Office of Lend-Lease Administration	37,400		37,400
*Miscellaneous Campaigns	14,957,400	15,604,100	30,561,500
Total	$105,644,500	$96,506,000	$202,150,500

* Campaigns not emanating from any particular government agency.

Tokyo's 920 Club

A REUNION OF several soldiers who were together on Guadalcanal, was held a fortnight ago at the home of Lt. Col. Jennings of Natick, Mass. Biggest laugh on the island according to the boys, was Radio Tokyo, a short-wave program from the enemy capital which played such favorites as "I Wonder Who's Kissing Her Now", and "Home Sweet Home" in attempts to destroy morale. Instead, it recalled the pleasure the boys back home in Natick had listening to WORL's *920 Club*, so they dubbed Radio Tokyo the "920 Club."

BWC Opens New Office To Coordinate Traffic

ANTICIPATING a great increase in communication traffic between the U. S. and Europe in connection with the impending invasion, the Board of War Communications last week established the offices of Traffic Coordinator and Assistant Traffic Coordinator to maintain continuous liaison with American international carriers.

Comdr. Franz O. Willenbucher, USN, Chief of the Special Studies Section in the Plans Division, Office of Director of Naval Communications, was designated Traffic Coordinator and Marion H. Woodward, Chief of the FCC's International Division, Assistant. They will carry on these functions in addition to their regular duties.

Among the duties assigned the new offices are to "promptly" advise the Board of any change in the volume, class, speed or efficiency of communication traffic and any action necessary to facilitate the efficient flow of communications. To carry out its operations, a temporary suboffice is being established in New York.

WPB Amends Ruling Granting Repairmen Aid

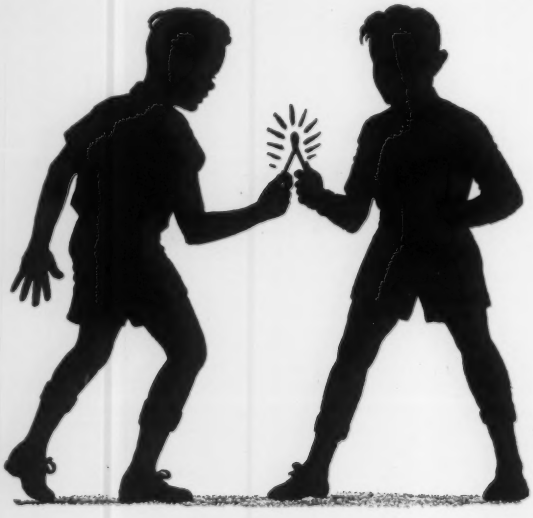
AN AMENDED regulation (CMP Reg. 9A) has been issued by the War Production Board to permit repairmen to obtain capacitors, microphones, loudspeakers, resistors, transformers, tubes and certain other items without recourse to an AA3 preference rating. The amendment modifies the forms of controlled materials which may be purchased by repairmen under the procedure to conform to the recent revision in controlled materials designations under Schedule I to CMP Regulation No. 1.

In addition, electrical contractors, electricians and repairmen of electrical appliances, radios and household refrigerators may purchase in a calendar quarter up to $150 worth of copper wire, or one-eighth of what they used to make repairs during 1941. To buy these materials, the repairman need merely certify on his purchase order, in the form specified in the regulation, that he is applying the allotment symbol of V-3 and the preference rating of AA-3 which has been assigned by CMP Regulation 9A. This eliminates the necessity of filing WPB-541 (formerly a PD-1A form) and waiting for ratings or symbols to be assigned to him.

Directors Upheld

SUIT BROUGHT against Celanese Corp., New York, and its directors by Seymour Bayer and other stockholders for hiring Jean Tennyson, wife of Dr. Camille Dreyfus, president, as singer on the company's CBS program *Great Moments in Music* was dismissed on its merits in the New York Supreme Court April 19. Celanese directors were charged with spending $1,000,000 to "further, foster and subsidize the career" of Miss Tennyson [BROADCASTING, March 15, 1943]. In the decision, handed down by Justice Bernard L. Shientag, the court held that the directors "acted in the free exercise of their honest business judgment and their conduct in the transactions challenged did not constitute negligence, waste or improvidence."

THERE'S NO "SHORT END" IN ROANOKE!



Remember "pulling wish-bones" to see whose wish would come true? Somebody *had* to get the short end —and it's pretty much the same way when you buy time in a three- or four-station market.

But the Roanoke-Southwest Virginia area is one big market (23.9% of Virginia's total radio homes) in which one radio station does a thorough job—a big market in which you can't get the short end!

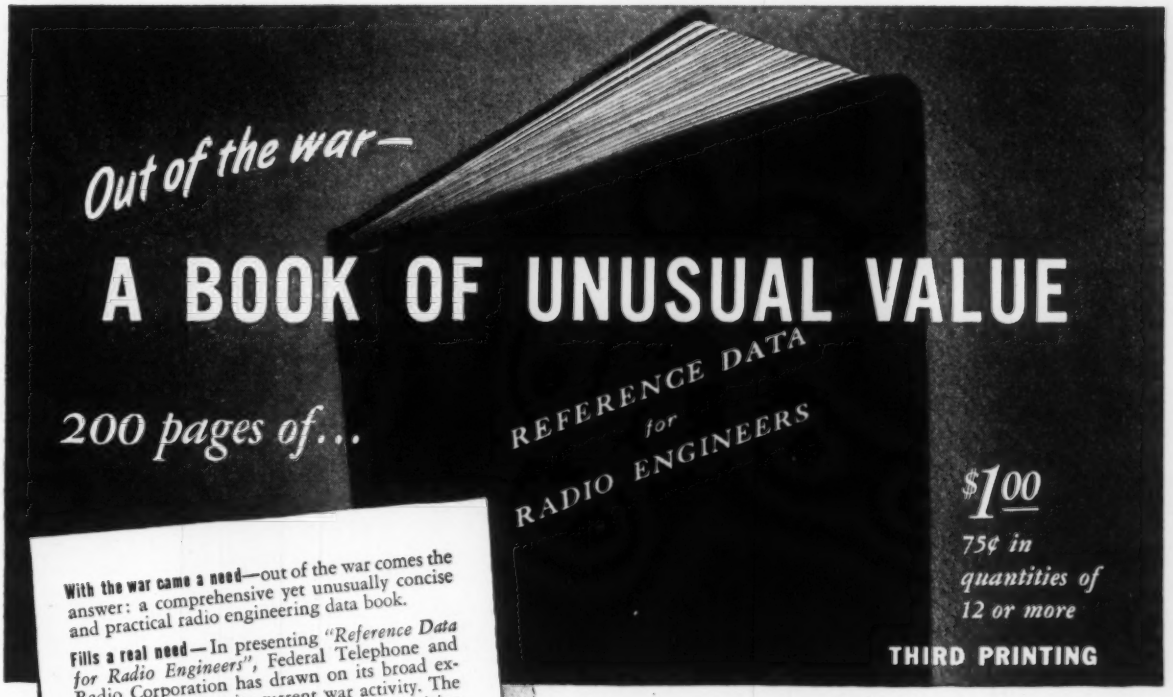
Write us for all the facts. We believe you'll discover one of the best bargains available in radio.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.



Out of the war—

A BOOK OF UNUSUAL VALUE

200 pages of...

REFERENCE DATA
for
RADIO ENGINEERS

$1.00
75¢ in quantities of 12 or more

THIRD PRINTING

With the war came a need—out of the war comes the answer: a comprehensive yet unusually concise and practical radio engineering data book.

Fills a real need—In presenting *"Reference Data for Radio Engineers"*, Federal Telephone and Radio Corporation has drawn on its broad experience as well as its current war activity. The needs of both the engineer and the technician have been considered. Hence much fundamental data are included to bridge the gap between the concise handbook and the standard radio engineering text book.

Timely and essential data—such as those on Fourier Analyses of Non-Sinusoidal Waves, Relaxation Oscillators, Antenna Arrays, Transmission Lines, Wave Guides and Resonators have been included. Also much pertinent information *outside* the field of radio.

For quick, easy reference—a glance at the partial table of contents shows the wide range of useful theoretical and practical data included — charts, graphs and tables, plus numerous illustrations — all arranged for ready use.

Edited for today and tomorrow— The impetus of War production has shown the need for an absolute minimum time lag between research, production and utilization of equipment. This one compact volume places at your fingertips information that should be on the desk of every radio man or woman engaged in research, development, production or operation.

Order your copy today— In serviceable green cloth binding, $1.00 a copy; 75¢ a copy in quantities of 12 or more. The order form at the right is for your convenience.

Material for this Reference was compiled under the direction of the Federal Telephone and Radio Laboratories in collaboration with other associate companies of the International Telephone and Telegraph Corporation. This group of companies possesses experience gained throughout the world over a period of many years in the materialization of important radio projects.

PARTIAL TABLE OF CONTENTS

General Engineering Tables: Conversion, Fractions of Inch, Copper and Copperweld Wire, Machine Screw Data.

Engineering and Material Data: Insulating Materials, Plastics, Physical Constants of Metals, Spark Gap Voltages, Thermocouples, Water Pressure Data, Power Supplies in Foreign Countries, Weather Data, Audible and Ether Spectrums, RF Classifications.

Audio and Radio Design: Condenser and Resistor Color Codes, Inductance and Reactance Charts, Time Constants, Impedance and Electrical Circuit Formulas, Network Theorems, Attenuators, Filter Networks, Arrays, Frequency Tolerances.

Noise and Noise Measurement: Wire Telephony, Radio.

Non-Sinusoidal Waveforms: Relaxation Oscillators, Electronic Differentiation, Fourier Analysis of Recurrent Waveforms, Commonly Encountered Waveforms.

Mathematical Formulas and General Information: Miscellaneous, Mensuration, Complex Quantities, Algebraic and Trigonometric, Small Angles, Quadratics, Progression, Combinations and Permutations, Binomial and Maclaurin Theorems, Hyperbolic and Other Functions, Great Circle Calculations.

Mathematical Tables: Logarithms, Natural Trigonometric Functions, Logarithms of Trigonometric Functions, Exponentials, Natural Logarithms, Hyperbolics, Bessel Functions.

Use this Convenient
Order Form

Publication Department,
Federal Telephone and Radio Corporation
67 Broad Street, New York 4, N. Y.

I enclose ..... dollars for which send me ..... copies of "Reference Data for Radio Engineers" ($1.00 per single copy. In quantities of 12 or more, for bulk shipment, 75¢ per copy).

Name .....
B-4-24-44
Address .....
City ..... State .....

Published by the
Federal Telephone and Radio Corporation
67 Broad Street, New York 4, N. Y.

IT&T

Export Assn. Meeting

EXPORT ADVERTISING Assn., New York, on April 26 will meet to elect officers and directors. The following officers have been nominated: Robert M. Otto, vice-president, Export Adv., president; Harley Lewis, export Manager, Kolynos Co., New York, vice-president; J. B. Powers, Joshua B. Powers Inc., treasurer; and Walter R. Bickford, editor, Export Trade and Shipper, secretary.

Sale of KFOR, KOIL to Stuart Brothers Approved by FCC; $350,000 Involved

OWNERSHIP of KFOR Lincoln and KOIL Omaha was transferred to Charles F. Stuart and his brother Capt. James Stuart of the Army for $350,000, with the approval of the FCC. The stations, along with KFAB Lincoln, heretofore have been jointly owned and operated by the Sidles Co. and the Lincoln newspapers, the *Journal* and the *Star*.

Acting on applications filed last January, the Commission approved the sale of KOIL, CBS 5,000 w outlet, for $250,000 and that of KFOR, 240 w station on the Blue and Mutual, for $100,000.

WBT Application

Sidles Co. and the Lincoln newspapers, which retain their ownership of KFAB, have pending before the FCC application filed in February under which the KFAB Broadcasting Co. would acquire 55% of WBT Charlotte, now owned by CBS, while the network simultaneously would acquire 45% of KFAB. This transaction, involving approximately $500,000 which would be paid by KFAB for control of WBT, would pave the way for fulltime clear-channel operation on 780 kc for WBBM Chicago, also owned by CBS [BROADCASTING, Feb. 7th].

Capt. Stuart

Chas. Stuart

The KOIL-KFOR transaction was in line with the FCC ruling on dual ownership of stations in the same or in obviously overlapping areas. The FCC approval was pursuant to its recent action wherein it stated applications would be considered individually and under which a liberal view of overlapping coverage was expressed.

The Stuart brothers until October 1943 were associated with the Sidles Co. By virtue of the FCC approval they now return to radio.

Charles, elder of the two brothers, will assume executive direction of the two stations, in the absence of his brother in Army service.

Hugh M. Feltis, general manager of the three stations, is expected to continue as manager of KFAB under the separate ownership.

The Stuart family is not a stranger to radio. The grandfather, James Stuart, was one of the early settlers in Nebraska, having migrated there from Connecticut in 1880. The father, Charles Stuart, in partnership with H. E. Sidles, bought KFOR in 1933. In 1935 KOIL was purchased and added to Central Stations Broadcasting System which then included all three stations. In 1943 the Stuarts disposed of their holdings in the operating company.

Charles T. Stuart is president of the Stuart Investment Co., a graduate of the U. of Nebraska, and a member of the board of directors of the First National Bank of Lincoln. Prior to the sale of the Stuart holdings in the three stations he was an officer and board member of the company operating Central Stations.

Capt. Stuart was graduated from the U. of Nebraska in 1939. He is secretary and director of the Stuart Investment Co. He will be connected with the management of the stations in an advisory capacity insofar as his Army service will permit and will directly participate in management after mustering out.

KOMO, KJR in Seattle Exchange Call Letters

A SWITCH in call letters of KOMO and KJR Seattle, owned and operated by Fishers' Blend Stations Inc., was approved last week by the FCC, paving the way for ultimate separation of the ownership of the two stations, in compliance with the FCC rule barring dual ownership of stations in the same or overlapping areas.

KOMO, which now operates on 950 kc. with 5,000 w, will assume the call letters of KJR while the latter station, now operating on 1,000 kc. with 5,000 w but having a potential 50,000 w power, will become KOMO. KOMO is an NBC outlet while KJR is on the Blue. The switch would mean that KOMO, as an NBC outlet, ultimately is slated for 50,000 w. The channel is a 1-B, on which WCFL Chicago, operates with 10,000 w.

Planter's On Coast

PLANTERS Nut & Chocolate Co., San Francisco (salted peanuts, edible peanut oil), on April 23 started a weekly half-hour detective mystery program, *Adventures of Bill Lance*, on 5 CBS Calif. stations (KQW KARM KROY KGDM KNX), Sun., 9:30-10 p.m. (PWT). Contract is for 52 weeks. Agency is Erwin Wasey, San Francisco. cisco.

New Andrew Unit

THE ANDREW Co., Chicago, has announced a new antenna transformer unit designed for outdoor installation in a weather-proof cabinet and watertight cover, which, it is claimed, should hold efficiency losses down to less than 1 decibel over a frequency range of from 4 to 22 megacycles. The unit will couple an unbalanced 70-ohm coaxial cable transmission line to the 700-ohm terminals of a rhombic receiving antenna, or to any antenna terminal stub of 700-ohm impedance.

Fulton Lewis, jr.

GOES EVERYWHERE
HUNTING FOR NEWS

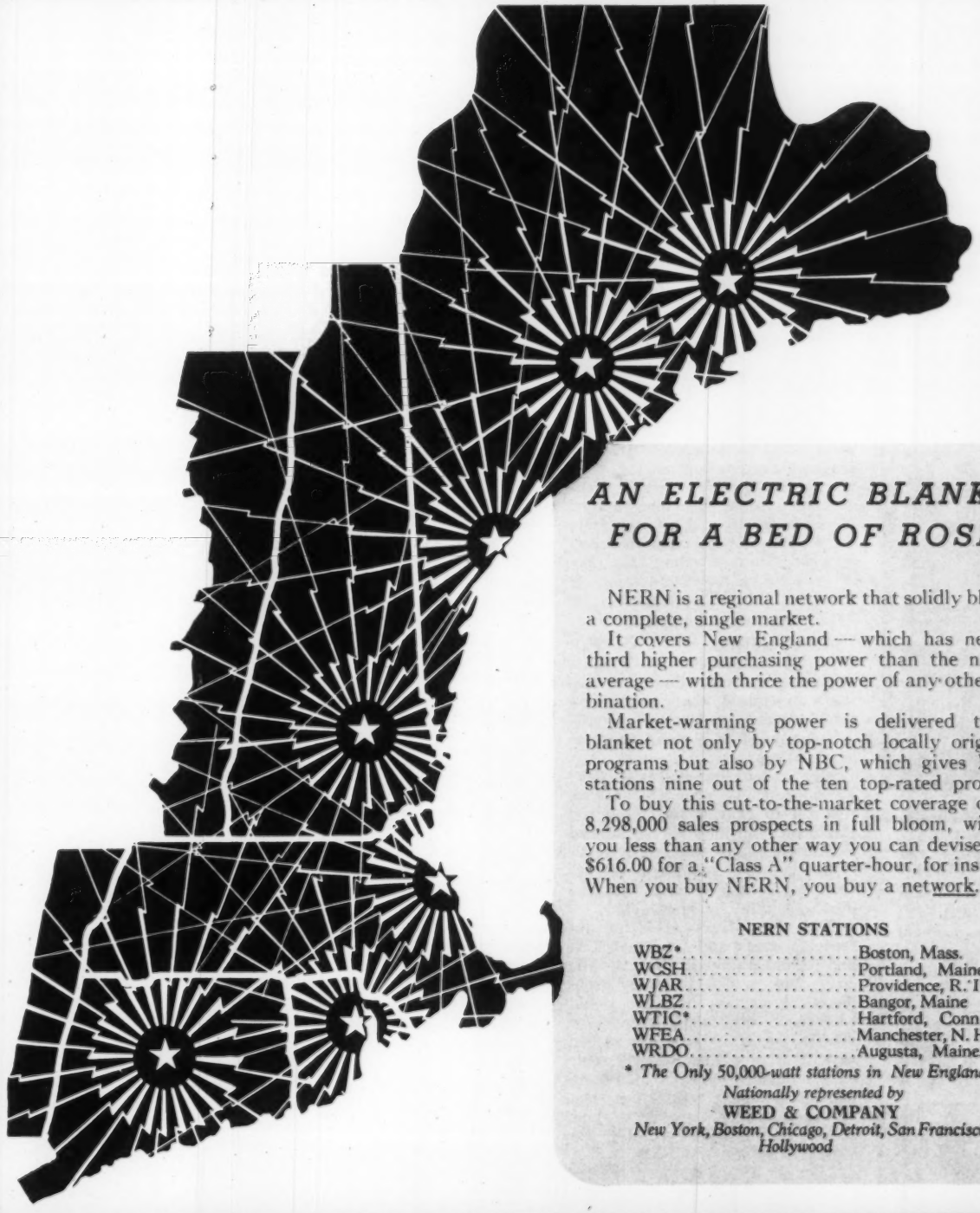
Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

NCAC is conducting a left-handed talent search for its new show ***LEFT IS RIGHT.*** Even the client could be left-handed.



AN ELECTRIC BLANKET FOR A BED OF ROSES

NERN is a regional network that solidly blankets a complete, single market.

It covers New England — which has nearly a third higher purchasing power than the national average — with thrice the power of any other combination.

Market-warming power is delivered to this blanket not only by top-notch locally originated programs but also by NBC, which gives NERN stations nine out of the ten top-rated programs.

To buy this cut-to-the-market coverage of over 8,298,000 sales prospects in full bloom, will cost you less than any other way you can devise. (only $616.00 for a "Class A" quarter-hour, for instance.) When you buy NERN, you buy a network.

NERN STATIONS

WBZ*	Boston, Mass.
WCSH	Portland, Maine
WJAR	Providence, R. I.
WLBZ	Bangor, Maine
WTIC*	Hartford, Conn.
WFEA	Manchester, N. H.
WRDO	Augusta, Maine.

* *The Only 50,000-watt stations in New England.*

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

KOVERAGE
RESULTS
OUT-DISTANCES COMPETITION
DIVIDENDS FROM ISOLATION
The popular CBS Station
EL PASO, TEXAS
Dorrance Roderick, Owner Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

KVEI
TWIN FALLS · IDAHO

White House and Fly Letters To Be Subpenaed by Probers

Use of OWI Programs 'Relevant' in Renewals, Says Denny; Mrs. Shea Claims Others Wrong

By BILL BAILEY

DEFYING contentions of FCC Chairman James Lawrence Fly that correspondence between him and President Roosevelt over establishment of a special committee to study international communications was "confidential", the House Committee to Investigate the FCC last week indicated that Herbert E. Gaston, assistant secretary of the Treasury and secretary of the Board of War Communications, would be subpenaed and instructed to produce the correspondence.

Chairman Clarence F. Lea (D-Cal.) disclosed that a subpena would be issued for Mr. Gaston and the correspondence after Harry S. Barger, assistant general counsel and chief investigator, placed in the record a letter from Breckinridge Long, assistant Secretary of State, inviting Mr. Fly to serve on a committee to study "post-war" communications.

FCC Case Complete

When hearings adjourned Friday Rep. Magnuson (D-Wash.), only member attending the session, announced that resumption would depend on whether a "sufficient number of Committee members" are present this week. Mr. Denny announced that the FCC presentation is complete, except rebuttal to charges involving the Radio Intelligence Division and FBIS. Some of the latter testimony will be submitted in executive session, he said, because it is "highly confidential".

With Rep. Hart (D-N.J.) absent last week and Chairman Lea and Rep. Magnuson out of the city this week, it was problematical whether hearings would be suspended, although Rep. Miller (R-Mo.) said he saw no reason to call them off as long as some of the members are available to conduct them. Attending last week's hearings were Reps. Lea, Magnuson, Miller and Wigglesworth (R-Mass.).

John J. Sirica, recently named general counsel, was present although he left cross-examination to Mr. Barger.

Last week's hearings brought cross-examination of Charles R. Denny Jr., FCC general counsel; Mrs. Hilda Shea, former chief of the special studies section of the Commission's War Problems Division, now abolished, and now attorney in the broadcast division. Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service; Marcus Cohn, principal attorney; Leonard Marks, senior attorney; Dr. Robert Neuner, special counsel, and Fanney Neyman, principal attorney.

Developments included these: Mr. Denny admitted that the FCC would consider failure of a station to use OWI transcriptions as a "relevant" issue in license renewals; he admitted that Nathan David, former assistant general counsel, prepared material for a speech which Rep. Coffee (D-Wash.), made in the House last Nov. 2 upholding Sidney Spear, former attorney-investigator; Mr. Denny said the Commission had nothing against Lido Belli, who had been discharged by WBNX New York, allegedly through FCC and OWI efforts. Mr. Belli was the third foreign language employe given a "clean bill" by the FCC general counsel since he has been on the stand defending the Commission's policies.

Mrs. Shea denied she had subscribed to Communist ideals, but she couldn't recall whether she had been members of several organizations mentioned by Mr. Barger. She took issue with testimony of Joseph Lang, general manager of WHOM Jersey City; Arthur Simon, general manager of WPEN Philadelphia; Arnold B. Hartley, former program director of WGES Chicago; Robert K. Richards, assistant to the Assistant Director of Censorship in charge of broadcasting; James A. Guest, FCC attorney; Frances E. Keene, former FCC employe, and others who have testified on the foreign language phase of the inquiry.

Mrs. Shea charged that Mr. Richards had "misquoted" her when he testified as to conversations with her and that Mr. Richards was "not outstandingly rational". When Mrs. Shea took the stand Tuesday her voice failed to carry to the Committee members, so Chairman Lea and Rep. Wigglesworth moved from the bench to the witness table, sitting opposite her. Visibly nervous throughout her three days on the stand, Mrs. Shea smoked incessantly, lighting one cigarette after the other.

Communications Letter Called Confidential

Correspondence between FCC Chairman James Lawrence Fly, who also is chairman of the Board of War Communications, and President Roosevelt with reference to a merger of international communications has been deemed "confidential" and therefore it cannot become a part of the Committee's record, Mr. Denny said when he resumed the stand last Monday. Despite contentions of Mr. Barger that the "subject matter" of the correspondence was "for peacetime functions" a letter from the BWC to Chairman Lea, to which Mr.

(*Continued on Page 76*)

Mica May Be Short

NEEDS of radio and radar production may lead to a serious shortage of high-grade mica unless workers can be found, the War Manpower Commission announced last week. Requirements will be higher than in 1943 and, it is feared, will be greater than the supply. A few hundred additional workers, said Commissioner McNutt, would fill the single shift labor needs of the more productive mines, but the location of the mines is making recruitment difficult.

Now Lt. Col. Hittenmark

MAJ. GORDON HITTENMARK has been promoted to the rank of lieutenant colonel, the War Dept. announced last week. He was formerly "timekeeper" of WRC Washington. Currently, he is a public relations officer in the Middle East.

J. B. McGEACHY, BBC commentator, is now heard on WOR New York in a live five-minute commentary shortwaved direct from London.

Mexican Concerts

CONCERTS of the Mexican Symphony Orchestra will be heard on Mutual from XEOY Mexico City, as a special summer series replacing the Cleveland Symphony Orchestra, starting Sunday April 30. Program will be heard simultaneously throughout Mexico on Radio Mil MBS affiliate chain and on Mutual domestic stations Sunday, 9-10 p.m., and will be available for sponsorship. The Cleveland Symphony concerts will be resumed in October.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

TELL YOUR CLIENTS ABOUT THIS NEW ACTIVE MARKET

ALASKA

A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of inter-Alaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of forested lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

★ ★

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ *I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.*

KINY

5000 Watts Juneau

KTKN

1000 Watts Ketchikan

★ ★

Here are a few of the advertisers who have discovered a rich new market in Alaska:

KRAFT CHEESE COMPANY
BAYER ASPIRIN
ALASKA STEAMSHIP CO.
STANDARD OIL CO. OF CALIFORNIA
NATIONAL LEAD CO.
CAMEL CIGARETTES
PRINCE ALBERT SMOKING TOBACCO
CARTERS MEDICINES
UNION OIL CO.
GOSPEL BROADCASTING ASSOCIATION
AVOSET
BULOVA WATCH
THE LUTHERAN HOUR
MENTHOLATUM
SOUTHERN PACIFIC RAILROAD
ST. FRANCIS HOTEL, SAN FRANCISCO
BLUE RIBBON BOOKS
ALASKA LIFE MAGAZINE
ALKA SELTZER

EDWIN A. KRAFT

ALASKA RADIO HEADQUARTERS

708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

(Continued from Page 74)

Denny referred, denied the House Committee access to the correspondence.

Chairman Lea requested that Mr. Denny ascertain if the correspondence between Mr. Fly and the President might be submitted in executive session. When Mr. Denny told the Committee that to provide a list of stations placed on temporary licenses since 1927 (when the old Federal Radio Commission was established) would require 30 man-days of work, Rep. Wigglesworth remarked: "It seems to me that the Commission's files must be in a terrible state". Mr. Denny explained all license records would have to be checked.

Mr. Barger objected to what he termed "lack of cooperation" on the part of the Commission in complying with requests of the Committee and its staff. Specifically he said he had called T. J. Slowie, FCC secretary, to ascertain how much leave without pay had been granted Mrs. Hilda Shea, principal attorney in the Commission law department, broadcast division, but was informed that the request must be made in writing.

After considerable argument on the Commission's cooperation or lack of it, Mr. Denny said that up to the previous week the Commission had spent "3,710¼ man-days of work assembling information for this Committee".

"Have you kept track of the time spent by Commission personnel in resisting the efforts of this Committee to get information?," asked Mr. Barger. Chairman Lea interrupted the exchange to remark that the question was one to be worked out by counsel for the Committee and FCC, adding: "It should be stricken from the record."

"I'd like to have it stand for the benefit of the members who are absent today," replied Mr. Barger. At that juncture only Chairman Lea and Rep. Wigglesworth were present.

Rep. Wigglesworth said: "It seems to me there have been a long series of incidents of this kind. If I had had my way, papers of the FCC would have been impounded when this Committee was set up. Mr. (Eugene L.) Garey (former general counsel of the Committee) didn't think it was necessary. He believed the Commission would cooperate."

Cut Out Arguments, Lea Suggests

"The Committee is entitled to get information from the Commission," said Chairman Lea, "but the mechanics of a working plan for getting such information should be agreed upon between counsel. It is very desirable that the examination here should be devoted to the facts, cutting out argument. Let us get down to business and make an honest-to-God investigation, free from prejudicial flings."

"I feel the same way," said Mr. Denny and Mr. Barger was instructed to "proceed".

Mr. Barger read into the record a copy of a speech made Oct. 12, 1942, over Mutual network by Attorney General Biddle, in which Mr. Biddle announced that effective Oct. 19 that year, Italian aliens would no longer be classified as enemy aliens. He then drew from Mr. Denny an iteration that Stefano Luotto, Italian-language announcer, was dismissed by WGES Chicago in November 1942, after Mr. Biddle's public announcement.

Mr. Denny denied that FCC personnel had been responsible for the removal of Mr. Luotto, although Arnold B. Hartley, former program director of WGES, testified last Aug. 19 that following a conversation with Nathan David, former FCC attorney now in the Navy, and Jerome Spingarn, also of the FCC, he feared the WGES license would be revoked unless Mr. Luotto were discharged.

Referring to a survey conducted by the FCC in which information was gathered for OWI and the Treasury Dept. as to the use of Government material by various stations, Mr. Barger asked if the FCC didn't attempt to use its power to "coerce or force stations to use OWI propaganda material"?

"If a station had not cooperated and had not used the OWI transcriptions, or only a few of them, I think along with other things it would become relevant in a license renewal," said Mr. Denny. He admitted the FCC had cooperated with the OWI but denied that the Commission had attempted to force stations to use OWI programs or material.

Under cross-examination Mr. Denny said he "understood" that Mr. David prepared material for Rep. Coffee (D-Wash.), who last fall made a speech in the House defending Sidney Spear, former FCC attorney now in the Army, after Robert K. Richards, assistant to the Assistant Director of Censorship in charge of broadcasting, testified to a conversation he had with Mr. Spear with reference to foreign-language personnel. Rep. Coffee's speech quoted a letter from Mr. Spear in which the former FCC attorney denied such a conversation with Mr. Richards.

Mr. Denny said he had made no effort to get a written statement from Mr. Spear or any other FCC personnel now in the armed forces.

A Letter dated June 7, 1943, signed by Secretary of State Cordell Hull and addressed to Mr. Fly as chairman of the FCC, inviting Mr. Fly to participate in a study of post-war problems, particularly international communications, was submitted Tuesday by Mr. Denny when hearings opened. Mr. Barger recommended that in view of Mr. Hull's letter, which outlined the study as a post-war problem, that Herbert E. Gaston, secretary of the BWC, be subpoenaed and instructed to produce correspondence between Mr. Fly and the President with reference to international communications.

"I can assure the Committee that the staff does not want to go into the BWC or anything involving military security," said Mr. Barger. "This letter definitely sets up the study of international communications as a post-war peacetime problem and not something of a wartime emergency affecting the BWC." Chairman Lea said the subpoena would be issued.

Cross-examining Mr. Denny further on foreign-language stations Mr. Barger read from the minutes

927-FOOT TOWER was highlighted in discussions among the luncheon group that gathered April 12 at the Waldorf-Astoria with WNAX Yankton as host. [BROADCASTING, April 17]. Assembled were 150 advertisers and agency executives who were shown the film, "The Story Behind America's Tallest Radio Tower." In a receptive mood are (top photo, l to r): Paul Kizenberger, N. W. Ayer & Son; Ted Fisher, Ruthrauff & Ryan; Tom McDermott, N. W. Ayer & Son; Gordon Mills, Arthur Kudner Inc. Attentive to activity around them are (lower photo): Ted Enns, the Cowles Stations; George W. Brett, The Katz Agency; Phil Hoffman, station manager, and Jack Paige, promotion chief, of WNAX.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

of a Commission meeting Dec. 15, 1942, in which he quoted Chairman Fly as saying that "from the standpoint of letting foreign language stations know we are watching them" the license of WCOP Boston should be set down for hearing. He further read from the minutes, quoting the FCC chairman as cautioning against "mention of programs" but considering them, nevertheless.

Mr. Denny said his department drafted the suggestions of the "Commission, not one man" when the order setting WCOP down for hearing on renewal was prepared. He denied that Alfonse Lambiase, Italian language announcer, was a factor in the hearing. Mr. Barger remarked: "The reason he was not an issue was because he had already been put off the air, was it not?"

Mr. Denny said it was not "fair to assume" that because Mr. Lambiase was off the air he would not have been an issue at the hearing. He testified that investigations of foreign language stations were conducted by two agencies, the Office of Censorship and the Foreign Broadcast Intelligence Service of the FCC, the first involving "security" and the second to "make sure they were not following Axis propaganda lines."

Renews Interdepartmental Committee Proposal

"We're satisfied these stations are all loyal and are doing a good job," said Mr. Denny. He denied that the FCC kept Mr. Lambiase "under a cloud" but admitted that "apparently whoever put him off the air told him the FCC ordered it".

Rep. Wigglesworth denounced the Commission for not informing Mr. Lambiase it had nothing against him, as Mr. Denny testified a short time ago. "His understanding was the Commission put him off the air," he said. "It seems to me the height of injustice to crucify a man if you haven't got anything on him." Mr. Denny said that since the Commission had not ordered him off the air and since no charges had been made by the FCC, it could not "clear" him. Again he suggested an interdepartmental committee, composed of Army and Navy Intelligence, the OWI, FBI and Office of Censorship, to pass on foreign-language personnel.

"I don't thing the regulatory agency should make such decisions," he declared.

He admitted, however, that Allen M. Fenner, FCC representative, had told Joseph Lang, manager of WHOM Jersey City, that Stefano Luotto was a vice-president of an Italian society and added: "I don't thing Fenner should have told Lang that."

Under further cross-examination Mr. Denny said the FBI had been requested to make an investigation of foreign language stations but that "the FBI said they were too busy to do it."

A third foreign language announcer was given a "clean bill of health" by Mr. Denny. During cross-examination regarding Lido Belli, WBNX announcer-producer, the FCC general counsel said: "He is entitled to a clean bill of health". He previously had told the Committee that the FCC had "nothing" against Messrs. Lambiase and Stefano Luotto.

Background of Employes In the Hawaiians

Mr. Denny filed a supplementary statement covering phases of his testimony on foreign language station activities of the Commission; also a statement by Dr. Robert D. Leigh, chief of the FBIS, on the quality and usefulness of analyses made of domestic foreign language programs and the propriety of his efforts to work out "cooperative arrangements with the Office of Censorship".

He placed in the record the backgrounds of 21 FCC employes in the Hawaiian Islands at the war's outbreak, and told the Committee that their experience aggregated 250 years, or an average of 12 years "gainful experience" aside from schooling for each.

Mrs. Hilda D. Shea, member of the law department broadcast division and former chief of special studies section of the war problems division, said she "didn't think" she had been a member of the National Non-Partisan Labor League, but admitted she subscribed to many periodicals "some of which carried memberships with the subscriptions".

She didn't recall whether she had contributed to the Non-Partisan Labor League. She said she was not and never had been a member of the National Lawyers' Guild but "may have been" a contributor to the Guild. She denied she was "favorable or sympathetic" to the Communist Party tenets.

Mrs. Shea testified she was, at one time, a member of the International Juridical Society but that it is now defunct. Mr. Barger asked what she knew about the Anti-Defamation League and Mrs. Shea replied "It's just a name to me." She said she is the wife of Francis M. Shea, assistant Attorney General.

Counsel Clash on Garey Procedure

A newspaper headline over a story about Mr. Denny's supplemental statement filed Tuesday brought a clash Wednesday between Mr. Barger and the FCC general counsel. It dissolved, however, when Mr. Denny said he meant no reflections on the "present committee or staff." His statement had charged that Mr. Garey had blocked testimony of Guilo Ascarelli, who was a witness before the committee last Aug. 20 during investigation of foreign-language stations.

At that time Mr. Garey questioned Mr. Ascarelli, former censor of WHOM, about interrogations by FCC personnel who investigated him and other employes of the station. When the witness started to repeat the words of his hostess at a birthday party in her honor, Mr. Garey said: "I am not asking what she said. I am asking if you were asked by the FCC to tell them what she said." The Washington *Times-Herald* headlined the story: "FCC Lawyer Charges House Probers Block Testimony."

Mr. Barger resumed examination of Mrs. Shea and again asked if she had been a member of the National Lawyers' Guild. She said she attended one meeting in New York but added: "I don't believe I joined". Her husband, she said, is no longer a member. All she knew about the Anti-Defamation League, she said, was that it furnished information for the FCC. She said she hadn't heard about the Ant-Nazi League and knew little of Shortwave Research Inc.

Mrs. Shea denied that she advised attorney-investigators working under her supervision to tell Joseph Lang to put Stefano Luotto off the air, although she did admit that she talked to "someone" in the FCC's New York office and told them "if Lang asked for the information, Fenner could tell him what he told him. I said if the subject comes up and Lang pleads for information, give it to him."

"Mr. Lang had been pleading for information as to why his station was on temporary license hadn't he?" queried Mr. Barger. She said he had but that it was the "policy of the Commission to give no specific information to any station licensee."

Tells of Conference In Hyde's Office

"It appears from the testimony that Mr. Lang did not ask Mr. Fenner about Stefano Luotto," said Mr. Barger. "Mr. Fenner volunteered the information and Mr. Lang put Luotto off the air." She said she didn't think Mr. Fenner was "out of order" in giving information about Mr. Luotto to Mr. Lang. Mrs. Shea told of a conference in Washington in the office of Rosel Hyde, assistant general counsel in charge of broadcasting, attended by Arthur Simon, gen-

513 Years' Service

TO HONOR his 55th birthday, G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles was presented with a booklet titled "Ten Years Or More", listing members of the stations' staffs associated with Mr. Richards for ten years or over. Forty names appear in the list, with years of service ranging from 10-15. A grand total of 513 years is accounted for by the group, five of whom are on leave in the armed forces.

History Repeats!

WAIR has not just one but hundreds of outstanding successes to its credit. WAIR's great popularity is due to its ability to sense and meet public demand. A rare station in a rare market.

WAIR

Winston - Salem, North Carolina

YOU CAIN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days — but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages *together* are a mere stalk in the cornfield compared with the Louisville Trading Area. With $610,000,000 in purchasing power, this Area does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . To fill your silo with sales in the Louisville market, WAVE is the only station you need — the station that gives you complete coverage at lowest cost!

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

BUILD UP MORALE ON THE FIGHTING FRONT

A gun doesn't need morale, but the man behind it does. Send him cheerful news from home . . . often.

hotel Lennox
St Louis

eral manager of WPEN Philadelphia and chairman of the Foreign Language Wartime Control Committee, Mr. Lang and herself.

"Mr. Lang, following his usual pattern, brought up his station problems," she said. "His opening sentence was 'I have removed Stefano Luotto. When will my license be renewed?' Mr. Hyde said: 'Did you remove him at the suggestion of the Commission' and he said: 'No, when I learned Luotto was a member of that group that was enough. I didn't want him on my station.'"

Although Mrs. Shea testified that she "probably told" Mr. Guest about a statement by Mr. Hartley regarding Stefano Luotto, she emphatically asserted: "In no sense were we passing on persons on the air." Again she denied that she or "anyone else from the FCC" had told Mr. Lang "anyone should be put off the air".

Meeting Held on Foreign Language News

Mrs. Shea submitted a memorandum dated May 1, 1943, from Robert LeBlonde of the OWI to James D. Secrest, also of the OWI, in which was written: "Trouble is brewing in this area over foreign-language broadcasts, notably those in Polish. It is a situation that I believe demands prompt attention and a quick trip to Detroit by a top policy-maker in the OWI foreign department. . . . It seems to us this attack is counter to the best interests of OWI and the State Dept.

ESCORTING Sen. Alben W. Barkley from the Lunken Airport, Cincinnati, is L. B. Wilson, owner of WCKY. While conferring with political leaders from Kentucky, the Senator made his headquarters in Mr. Wilson's offices in WCKY's Hotel Gibson studios.

The witness testified that a meeting was called by the OWI and FCC to discuss the handling of foreign language nows, particularly with reference to the Russian-Polish questions, and that the Office of Censorship declined to attend. As a result of the meeting, she added, the Foreign Language Wartime Control Committee issued a memorandum to foreign language stations, urging them to use regular news wire service stories without comment. She vigorously denied that meeting was called to insist that foreign language stations "use more OWI propaganda".

When Mrs. Shea testified that the "matter of controversial issues on domestic foreign language stations" was a "concern to us all" Mr. Barger demanded: "What business was it of the FCC to concern itself about the content of programs of a Detroit station or any other station?"

"I advised Cranston," began Mrs. Shea and Leonard Marks, senior attorney in the FCC law department, whispered to her. Mr. Barger objected to "the witness being prompted" and Acting Chairman Miller sustained the objection. Questioned as to the reasons the Office of Censorship was not "interested" in the meeting on foreign language problems, Mrs. Shea said she was advised that Censorship was interested only in 'military security" and the conference had to do with "national security" which he classified as being in a "wider category than military security."

Returning to the investigation of personnel on foreign language stations, Mr. Barger inquired: "What business of the FCC was it to investigate station personnel or programs?" Mrs. Shea replied: "The Commission wanted to be sure before renewing licenses."

Declares Richards Misquoted Her

As hearings resumed Thursday Mr. Barger read a letter from Louis G. Caldwell, Washington counsel for WBNX New York, protesting Mr. Denny's testimony with reference to the station's alleged use of the Horst Wessel song (see page 68).

Mrs. Shea, returning to the stand, identified travel orders which sent her to the New York conference on foreign language stations but said the orders were incorrectly made out when Mr. Barger pointed out that they listed the purpose of the trip as: "Attending conference of foreign language group of OWI". Mrs. Shea said the orders should have read: "Attending conference of foreign language group and OWI".

Referring to testimony of Mr. Richards last Aug. 13 and a memorandum written by Mr. Bronson to the effect that Mrs. Shea allegedly told Mr. Bronson a man in her department wanted to check foreign language broadcasts to see if they were "angled the wrong way", Mrs. Shea declared:

"Richards misquoted me. I told him someone on my staff was reading broadcast, to study what their content was, that is for type . . . we were trying to keep in general touch with types of material going on the air in wartime. It (the memo) is a complete misconstruction of what I told Mr. Richards." She declared that Mr. Richard's version of a conversation with Sidney Spear, former FCC investigator-attorney, was "not very accurate" although she admitted she had never met Mr. Spear.

Mrs. Shea told the Committee that Robert Neuner, born in Munich and at the time a Czech citizen, was employed by the FCC to check foreign language programs. Mr. Barger referred to the record in which a memorandum by Mr. Richards, relating to a conversation with Mr. Shea in which Mr. Richards quoted the FCC attorney as asking: "Who is going to force these managers to see to it that the propaganda on their stations follows the right pattern?" Mrs. Shea asserted:

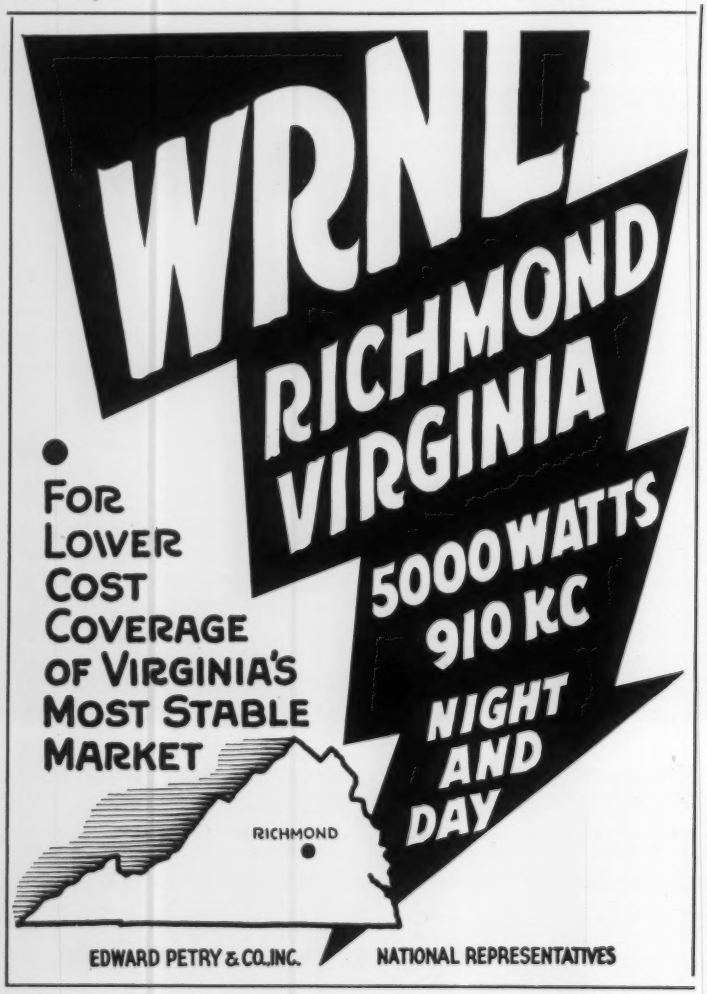
"Mr. Richards somehow or other completely misunderstood what I said . . . I think it's extremely strange. I think Mr. Richard's reporting—and I know he's a former newspaperman—is extraordinary."

Tells of Instruction Given to Pollack

Rep. Miller asked if there was any ill-feeling between her and Mr. Richards. She replied: "Not that I know of. Mr. Richards did

Voice vs. Brain

DUNNINGER, mentalist star of Kem-Tone's *Miracle Radio Show* on the Blue, Wednesdays, 9-9:30 p.m., will attempt to probe the mind of Frank Sinatra, heard on CBS for Vimms at the same time, on Tuesday, when the two appear at the Banshee luncheon at the Waldorf-Astoria, New York, with ANPA members as special guests.



the same with Mr. Spear and Mr. Leigh. He wrote memos that were fevered and paranoiac . . . I would say he was not outstandingly rational."

"Was he passively rational?" inquired Rep. Miller. "I'll leave that to a psychiatrist," said Mrs. Shea. "He was always looking under the bed apparently. . . . I had heard around the Commission that Mr. Richards had colored up his interviews by putting in provocative remarks."

Under cross-examination she said William Pollack, who preceded Mr. Bronson on a tour of foreign language stations in March and April 1943, was "not supposed to make interpretations of the Censorship code" and then she said Mr. Pollack was not under her supervision. She did tell the Committee, however, that field representatives were instructed to ask questions as to whether foreign language stations were censoring and monitoring, as required by the Code, but were told not to "issue interpretations". She denied that Mr. Pollack was sent out after FCC ascertained Mr. Bronson was to make such an inspection tour.

Mr. Barger wanted to know what business it was of the FCC to determine whether stations were censoring and monitoring. Mrs. Shea said such operations were "in the public interest".

She said she disagreed with testimony of Mr. Lang, Mr. Simon, James A. Guest (FCC attorney), Miss Keene, Mr. Richards and Mr. Bronson, offered at various times on different phases of the foreign language question. She also told the committee Mr. Hartley was wrong when he testified that a statement he had given the Commission regarding foreign language personnel had been changed without his permission.

"I called Mr. Hartley for express permission to make the changes," she said. "He had asked me to make those changes in April of 1943." She denied she was trying to get over "some ideology" of her own or anyone else's and said her sole concern was whether foreign language stations were operating "in the public interest" and the interests of the war.

TRIPLE-THREAT MAN of the Fourth War Loan Drive was Max Friedman (r) of the KRNT-KSO sales staff, recipient of three first-place War Bond awards, following the Fourth War Loan Drive contest conducted by the Des Moines stations. Ted Enns, national sales manager of the Cowles stations, is awarding Friedman the prizes.

Both Mr. Barger and Rep. Miller questioned Mrs. Shea regarding her political views and those of the Communist party. She vigorously denied that she subscribed to the Communist teachings and views and told Rep. Miller she favored the U. S. entering the war when France fell, while the Communists opposed the American defense program.

Rep. Miller said he was eager to begin his cross-examination of Mr. Fly, but that some investigation work would be necessary. "I want the record to show that the Committee is hopelessly handicapped by lack of investigators," he said.

Dr. Neuner, linguist, native of Munich, Germany, and Czechoslavakian citizen by naturalization, and Messrs. Cohn and Marks, attorneys of the FCC, were on the stand briefly to outline their backgrounds and duties. Dr. Neuner said that he expected his final U. S. citizenship papers in five months and that he left Germany in 1927 because he didn't want to "sacrifice the integrity of a scholar".

Dr. Leigh traced his background, told of the FBIS work and how duplication of effort in the foreign-language field involving the FCC, Office of Censorship and OWI was eliminated a year ago. Rep. Magnuson asked if there was a duplication of authority in the OWI, Censorship and FCC, to which Dr. Leigh replied:

"It was more of a threat of duplication of effort. There is none now. After a few months we turned our job over to the Office of Censorship. It was a temporary incidental job that FBIS did in translating foreign-language broadcasts." He added that FCC turned that work over to Censorship in May 1943.

Tells of Proposing Transfer of Functions

Dr. Leigh also referred to memoranda written by Mr. Richards to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting, as "paranoiac", adding: "I went on the assumption that everybody was happy until I read Mr. Richards' statements in this record." When Mr. Barger questioned him about functions of Censorship, he replied:

"Censorship is interested in violation of the Censorship Code. It's a pretty, sort of stupid, easy job to do." He said that he had suggested to Mr. Richards, over the telephone, that Office of Censorship take over the functions of FCC with reference to foreign-language stations. In a written statement Dr. Leigh said he was "quite innocent" of any designs to intrude in the functions of Censorship.

In prepared statements Mr. Denny and Fanney Neyman of the FCC Law Dept. broadcast section, told the Committee that its record in the Commission's cancellation of a construction permit to the Black River Valley Broadcast Inc., for WWNY Watertown, N. Y., was not complete. Commission records show, they said, that five applicants had filed for frequencies in Watertown, that one withdrew and that Watertown Broadcasting Corp. already had an application in when the Black River Valley organization requested a CP. They testified that through error the Commission's oral hearing records failed to show two stockholders in the Watertown Corp. were American citizens, whereas the petition did. The Watertown petition was denied and when the error was discovered later, the case was set for re-hearing and eventually granted.

Black River Valley officials had testified before the Committee that a CP was granted, then after construction had begun, the Commission wired cancellation. Mr. Denny denied that letters from Democrat leaders to President Roosevelt, opposing Black River Valley (read into the Committee's record), were even seen by Commissioners Case and Walker, who were members of the Commission when the involved cases were heard.

The Committee adjourned "subject to call of the chairman or acting chairman".

TOMORROW
will be the day of
FM and
LINGO
•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.
We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.
JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

"WFDF Flint says the ride is safe."

WDRC
CONNECTICUT'S PIONEER BROADCASTER

TIME SIGNAL IN HARTFORD

Not the usual time signal—but a signal you can follow for buying time! It's simply this:—For a spot announcement campaign in the rich Hartford Market, get all 3 on WDRC—coverage, programs, rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

BMI Names Ryan President & Director; Chicago-St. Louis Luncheons Planned

J. HAROLD RYAN, president of the NAB, was elected president and a director of Broadcast Music Inc. at a meeting of the BMI board of directors held in the music licensing organization's New York headquarters last Wednesday morning. In accepting the office, Mr. Ryan said:

"I am assuming the presidency of BMI with considerable pleasure. As the joint enterprise of more than 800 broadcasters, BMI is a permanent symbol of the unity and strength of our industry. I hope that BMI will expand under my presidency."

Change of by-laws increasing the membership of the board from seven to ten is waiting approval of the stockholders. Directors so added will be C. W. Myers, KOIN-KALE; Leonard Reinsch, WSB, WHIO, WIOD, and Robert D. Swezey, secretary and counsel, Blue Network.

Luncheon Meetings

The Board "accepted with regret" the resignations of Neville Miller, former BMI president who resigned that post when he left the presidency of the NAB, and of Carl Haverlin as vice-president in charge of stations. Mr. Haverlin is now director of station relations for MBS. Remainder of the two-hour board meeting was devoted to routine business matters.

Merritt E. Tompkins, BMI vice-president and general manager, Robert J. Burton, staff counsel, and Roy Harlow, program director, will hold luncheon meetings with station program directors, sales managers, music directors and music librarians in Chicago and St. Louis this week, to explain BMI operations and how the stations can make the best use of BMI music. Chicago session will be held Tuesday at the Bismark Hotel and 65 station executives had notified BMI of their intentions to attend as of last week. From St. Louis, BMI had received 45 reservations for places at the Thursday luncheon at the Statler Hotel there.

Meetings will also be attended by Ralph Wentworth and Don Mathers, BMI field representatives. Sessions are patterned on a meeting held a few months ago in Philadelphia and succeed the two-day meetings of station program directors held at BMI headquarters several times during 1943.

Draft Exempt

YOUNGEST announcer in Cleveland and already a "veteran" in radio is 16-year-old Michael Marlow of WJW. He works a full schedule on Saturdays and fills in as part-time announcer the rest of the week. At the age of 14, Michael handled sports on WHK-WCLE Cleveland and later did commercials on WCLE. Last summer he was announcer and continuity writer on WMRN Marion, Ohio, returning in the fall to his junior year in high school. He aspires to become a newscaster and is also interested in interpreting classical music programs.

GIFFORD SEES NETS OF INTERCITY VIDEO

INTERCITY networks, ultimately nationwide in extent, for television were predicted in the post-war era by President Walter Gifford of AT&T at the company's annual stockholders' meeting last Wednesday in New York. Predicting a "record post-war construction program," Mr. Gifford said there are many new things on the telephone horizon.

"We plan to try out shortwave radio relay systems for long distance telephone service and for television. We know that coaxial cable systems—cables which are capable of carrying several hundred telephone conversations simultaneously in two metal tubes a little larger than a lead pencil, with a copper wire inside each extending along its axis—worked very satisfactorily, but we do not know whether or not radio relay systems will work better or prove more economical. We are in the communications business and we intend to use the best and most economical means, whether wire or radio."

Extension of overseas radio telephone service will tend to reduce costs, Mr. Gifford said. Pointing out that the United States leads the way in the extent of worldwide international radio telephone service used also for shortwave pickups, Mr. Gifford declared that if an overseas submarine telephone cable should prove better or more economical than radio, it will be used just as the company intends to use the best and most economical means of telephone communications on land, whether it be by wire or radio.

MGM VIDEO SHORT MADE FOR THEATRE

EDITOR BROADCASTING:

I was much interested in the various comments in the daily and trade press regarding the telecasting of MGM's movie short, "Patrolling the Ether," on NBC's television station Monday evening, April 10.

The impression is created that this short subject was made especially for televison and one publication ventured to state that if the premiere of this short is a sample of the movie television fare to come, the video experts might do well to bring more live personalities to the television cameras.

I should prefer to think that this short subject was televised merely because it was timely and topical, not that it represented what can or should be made for prime television entertainment. I would prefer to believe that MGM knew more about making shorts for television than was exhibited in this two-reeler. As a matter of fact, it was made for theatre release, not for television release.

I cannot imagine anybody making a picture today for television where a long sequence is photographed at dead of night in a graveyard. I think the Motion Picture industry should be given credit for more intelligence.

RALPH B. AUSTRIAN,
Radio and Television Consultant,
RADIO-KEITH ORPHEUM CORP., *New York.*

BOARD of Governors of the Canadian Broadcasting Corp. will meet at Ottawa May 8 to discuss internal problems and hear applications for new Canadian stations and sales of stations.

Frigon Says CBC Aids Private Station Income

AS A RESULT of CBC network operations, private stations on the CBC networks receive annually from $1,000 to $52,000 with a number receiving from $15,000 to $25,000 for time, Dr. Augustin Frigon, CBC acting general manager, told the Parliamentary Committee on Broadcasting at Ottawa, April 19. He reiterated from earlier committee hearings that whatever surplus there is in CBC network operations, is plowed back into programs for the benefit of listeners and private stations.

He pointed out that in the sale of wire lines for network programs to sponsors and stations the CBC does not operate on a "cost plus basis", but charges "somewhat less than the usual rates". CBC lines into all its affiliated private stations and others used occasionally to feed network programs and take originating programs cost the CBC $215,000 a year, Dr. Frigon said.

Smuts Series Offered

A SERIES of 13 quarter-hour episodes in the life of Prime Minister Jan Christian Smuts have been offered through WOR New York to U. S. stations. At a news conference in New York last Friday Dr. S. F. N. Gie, minister from South Africa, and Mrs. Gie outlined the series, which was produced by the South African Broadcasting Corp., Johannesburg, under direction of Maj. Charles Vanda, former chief of CBS Hollywood division and now chief of radio information, Middle East Forces.

WRBL
SHOWN BY LATEST HOOPER SURVEY TO HAVE
2 out of 3
COLUMBUS LISTENERS
1230 KC — CBS
Rep. by SPOT SALES
139,706 Metropolitan Population with the plus bonus of FORT BENNING America's largest permanent Infantry School.
COLUMBUS, GA.

CHEEZ IT—there goes the radio career for Jimmy Fitzpatrick (left), son of Leo J. Fitzpatrick, vice-president and general manager of WJR Detroit. T/Sgt. Gene Autry convinces him and his pal Gordon Ford it is the military life or nothing. Gordon's father is J. B. Ford Jr., of Wyandotte Chemicals Corp. Sgt. Autry thrilled the boys while waiting to go on WJR's *Rhythm Matinee* as a guest performer.

Now Lt. Col. McNary

PROMOTION of James L. McNary, senior member of the consulting engineering firm of McNary & Wrathall, on leave with the Army Air Forces, was promoted last week from major to lieutenant colonel. Col. McNary was commissioned in the fall of 1942 and assigned to Air Forces, navigation.

KUTOL PRODUCTS Co., Norwood O. (Cincy wallpaper cleaner), between April 18 and May 12 is sponsoring 16 transcribed spot announcements in addition to its present order, on WMAQ Chicago. Agency is Ralph H. Jones Co., Cincinnati.

WHEX Joins Blue

WHEX West Point, Ga., for which the FCC has recently issued a construction permit, will join the Blue network when it goes on the air, probably in six or eight weeks. WHEX, together with WDAK Columbus and WGAA Cedartown, which is becoming a Blue bonus station, will be sold as a Blue Georgia package, with a base hour rate of $110. Stations operate on 250 w.

JOHN E. McMillin, vice-president in charge of creative production and radio for Compton Adv., New York agency, has resigned effective June 1. Also a board member, he has been with the agency 15 years.

SEE NBC
FOR THE TOPS IN
RECORDED PROGRAMS
MODERN ROMANCES
156 fifteen-minute programs, each a complete story, dramatized from the pages of the popular magazine MODERN ROMANCE—exciting, inspirational slices of real life. Successfully sponsored for bread and cake, furs, cosmetics, laundry service, disinfectant, various food products. Excellent ratings. Daytime or evening. Ask for presentation, audition records, availability data, today.
★ ★
Many other NBC Recorded Programs—
5 minutes to half-hour.
National Broadcasting Co.
NBC
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

Louis Seeks Major Interest in KYUM

Yuma Application Contingent On Approval of KTAR Deal

CONTINGENT upon FCC approval for the sale of controlling interest in KTAR Phoenix by Arizona Broadcasting Co. to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago, an application was filed with the Commission last week for acquisition of control of KYUM Yuma, Ariz. by Mr. Louis through purchase of 12,500 shares in Yuma Broadcasting Co., KYUM licensee, for the price of $1.25 per share.

KTAR Broadcasting Co., licensee of KTAR, is now major stockholder in Yuma Broadcasting, holding 12,150 shares or 45% of the total 25,000 shares issued and outstanding. Mr. Louis proposes to purchase 5,850 of the 6,250 shares (25%) now held by R. N. Campbell, president, and all of the shares held by D. Morgan Campbell, vice-president (3,750 sh-15%); and Eleanor McCoy, secretary-treasury (2,750 sh-11%). The remaining 100 shares are held by Richard O. Lewis, general manager of KTAR and the Arizona Broadcasting Co. Network.

To Hold 97.6%

With approval by the FCC of the $375,000 KTAR deal [BROADCASTING, Feb. 21], which involves controlling interests in KTAR and KVOA Tucson along with the approximately 49% interest in KYCA Prescott and the 45% interest in KYUM, all held by KTAR Broadcasting, Mr. Louis then would acquire a total interest in KYUM amounting to 97.6%.

Active in radio for more than 10 years, Mr. Louis has been general advertising counsel since 1928 for the S.C. Johnson & Sons Co., Racine, Wis., of which he is a director and stockholder. Instrumental in the development of the *Fibber McGee & Molly* program, sponsored by the Johnson Co., he was also responsible for the inauguration of *The Great Gildersleeve* and other network programs.

Lower Production Costs Called Video Necessity

TELEVISION Programs must be produced at a faster rate and lower cost than at present, Serman Price, president of Filmedia Corp., New York, told the Society of Motion Picture Engineers April 17 at its 55th semi-annual conference, Hotel Pennsylvania, New York. Five points in producing good video programs, Mr. Price said, are: Choice of subject matter, visual-oral technical problems, pre-production planning, production procedure, and production material and equipment.

William H. Sayer, electronic engineer at Allen B. DuMont Labs., New York, said transmission of spot news for home and theatre television will be aided by reduction in size and weight of portable television camera equipment.

TUCSON ARIZONA
CBS
KTUC
1400 KC
250 WATTS
REPRESENTED BY JOHN BLAIR & CO.
AFFILIATED WITH THE ARIZONA NETWORK:
KOY, Phoenix • KSUN, Bisbee-Lowell
AFFILIATED STATION WLS CHICAGO

★ ★ ★ ★
WSYR
The Only NBC Station
Covering
Central New York
—including over 40% of farms in the state.
★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

REACH THE Active
SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION
S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.
JOHN BLAIR & CO. National Representative

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Curtis For Bonds

THE *Four Freedoms War Bond* program scheduled by Curtis Publishing Co., Philadelphia, as a one-time shot on the Blue Saturday, April 29, 10:30-11 p.m. will feature pickups from four major cities and will include a novel musical performance for radio—a solo on the harmonica from Chicago, accompanied by Ted Steele and orchestra in New York. Speakers will include Ted Gamble, national director of War Finance Division, Treasury Department. Broadcast highlights a traveling War Bond exhibit of paintings of the "Four Freedoms" sponsored by Curtis. Agency is MacFarland, Aveyard & Co., New York.

KAY KYSER, star of the weekly NBC *College of Musical Knowledge* will take his first summer layoff in six years to go overseas on an eight-week entertainment tour starting the first week in June. A guest band leader will substitute.

General Mills Revives 'Women in White' Serial

COMMERCIAL realignment of General Mills, Minneapolis, sponsored products will be in effect after June 5, when *Women in White*, daytime serial, will return to the air on NBC, 2:30-2:45 p.m., for Betty Crocker Soups.

Others of the General Mills hour on NBC are: *Guiding Light* (Wheaties), 2-2:15 p.m.; *Today's Children* (Bisquick) 2:15-2:30 p.m.; and *Hymns of All Churches*, Mondays through Thursdays, 2:45-3 p.m. and *Betty Crocker*, Fridays, 2:45-3 p.m. (Softasilk cake flour, Gold Medal flour and Kix). The daytime serials are written by Irna Phillips and produced by the Carl Wester agency, Chicago. Knox-Reeves Adv., Minneapolis, handles the General Mills accounts. Estimated cost of the General Mills package is between $1,750,000 and $2,000,000 a year for the hour.

Advertising Threat Seen by Kingdon

Author Terms Dies-Winchell Row Free Speech Battle

THE DIES-WINCHELL controversy goes far beyond a mere clash of personalities and is really "a battle for the freedom of speech as decisive as any in history", Dr. Frank Kingdon, author, educator and commentator, currently broadcasting on WMCA and WOR New York, told the Radio Executives Club of New York last Thursday.

"The question Martin Dies is now raising is, shall a commentator's right to say what he thinks be limited by whether the Congress agrees with him, so that he shall be allowed to say nothing with which Congress disagrees," he declared. "If a commentator is subject to such Congressional judgment, then it logically follows that all newspaper comment and all public speeches are."

Sets Precedent

Pointing out that in subpenaing the officers of Jergens Co. Mr. Dies is making them answerable for Winchell's opinions, Dr. Kingdon stated that if the principle can be established that the advertiser is legally responsible for every opinion expressed on any program he sponsors, he will soon be held responsible for the views of every newspaper in which he buys space, which would throw the whole advertising field into chaos.

Nominating committee presented the official slate of candidates for 1944-1945, as follows: For president, Warren Jennings, WLW's New York manager; for vice-president, Linnea Nelson, chief time-buyer, J. Walter Thompson Co.; for treasurer, Helen Thomas, head timebuyer, Spot Broadcasting; for secretary, Claude Barrere, on the sales staff of NBC's radio recording division. Other nominations may be made by petition from members before the ballots are mailed out early in May.

Out-of-town guests at the meeting included: James A. Mohoney, MBS; Quin Ryan, Chicago; Robert E. Dunville, WLW; Robert Shaus, Quality Baking Co.; Hal Seville, WJEJ; Ben Ludy, WIBW; Eve Chamberlain, WFMB; C. Merwin Dobbins and Lee Wynn, KGER; Don Elias, WWNC; Don Davis, WHB; William Alford, WSYR.

PIONEER HI-BRED CORN Co., Des Moines, Ia. (corn seed), for the eighth year, will sponsor Julian Bentley's quarter-hour newscast Mondays, Wednesdays and Fridays on WLS Chicago. Contract is for 42 weeks. Agency is Compton Adv., New York.

AFFILIATES OF NBC MEET IN NEW YORK

PLANS for NBC's coverage of the political conventions and principles governing the sale of time for political discussions, both network and locally, were discussed by NBC officials and members of the NBC Stations Planning & Advisory Committee at the opening session of the group's two-day meeting, held last Thursday and Friday in the NBC board room, Radio City, New York.

Thursday meeting also included NBC's plans for covering the invasion and its policies for interrupting or cancelling commercials at that time. Promotion plans and other network-station business were also discussed.

Final session Friday morning was devoted largely to the Fifth War Loan Drive and the part the network and its affiliates will play in its promotion. Session concluded with a televised interview of Stanley Hubbard, general manager of KSTP St. Paul, by feminine reporters of NBC's press staff, witnessed by the rest of the committee via video receivers in the board room.

Attending were Paul W. Morency, WTIC; G. Richard Shafto, WIS; James D. Shouse, WLW; H. W. Slavik, WMC; Stanley Hubbard, KSTP; Edgar Bell, WKY; Richard Lewis, KTAR; Arden X. Pangborn, KGW.

BLUE EXECUTIVES STUDY OPERATIONS

GENERAL discussions of programming, sales and other network-station problems were discussed by Blue Network executives with members of the network's Stations Planning and Advisory Committee last Friday during the group's spring meeting at the Waldorf-Astoria, New York. Following the all-day business session, the group dined together and went to the circus as guests of Edward J. Noble, chairman of the board.

Full committee attended the meeting: Harold V. Hough, KGKO, chairman; William A. Riple, WTRY; H. Allen Campbell, WXYZ; C. T. Hageman, WTCN; Henry P. Johnston, WSGN; Frank C. Carman, KUTA; W. B. Stuht, KJR. E. R. Borroff, vice-president in charge of the Blue's central division, and E. K. Hartenbower, central division sales manager, also attended.

Gets Silver Star

PVT. MORSE M. PETERMAN, formerly with Ralph L. Power Agency, Los Angeles, before joining the Army, has been awarded the Silver Star for action near Cassino. He enlisted in January 1941 and later transferred to combat engineers. Service includes invasion of North Africa, Sicily and Italy.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD—WRVA
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

FDR Talk to Open Fifth Bond Drive

BEGINNING with a four-network broadcast featuring president Roosevelt on June 11, eve of the opening of the Fifth War Loan Drive, radio will play a major role in the task of putting across the 16 billion dollar campaign, Thomas H. Lane, director of advertising, press and radio for the Treasury's War Finance Division, told some 300 management and advertising executives in New York last Friday. They met under the joint auspices of the Treasury and the War Advertising Council.

Daily programs and announcements promoting the drive will be broadcast. Special programs include one on labor support, a women's program with Mrs. Roosevelt, Mrs. Churchill, Mme. Chiang Kai Shek and other feminine leaders, and juvenile shows. More than 800 stations will broadcast two Treasury songs on *Treasury Salute* daily as well as the *Treasury Star Parades* several times a week. Special announcements by leading American authors will be sent. Much of this material will be available for local sponsorship.

SHELLAC SUPPLIES FREED FOR RECORDS

COMPLETE freedom to use all the shellac they want in the manufacture of commercial phonograph records was granted to manufacturers last week when the War Production Board issued a revocation of order M-106 under which shellac has been allocated since April 1942. Increasing stockpiles of both varieties—orange and bleached—were given by the WPB as the reason behind the revocation order, which becomes effective April 26.

Though shellac has been taken off the list of allocated items, Defense Supplies Corp. will maintain a stockpile.

Sweetheart Full Blue

MANHATTAN SOAP Co., New York, has ordered the full Blue network Wednesday 7-7:30 p.m. starting July 26 to present *Scramby Amby*, audience participation show, for Sweetheart soap (repeat 10:30 p.m.). Firm discontinues the show on NBC Pacific Coast stations the preceding week. Net advertising will not affect to any great extent Manhattan's extensive spot schedule. Agency is Franklin Bruck Adv., New York.

NCAC is conducting a left-handed talent search for its new show *LEFT IS RIGHT*. Even the client could be left-handed.

CHECK BY SHUT-INS

Universal Air Audit Formed

—by Rev. Dempsey—

UNDER direction of Rev. Bernard W. Dempsey, S. J., St. Louis U. School of Commerce & Finance has started Universal Air Audit, a market research division which has organized a group of shut-in people throughout the country who will check radio performance. Reports will be tabulated and released to radio advertisers through J. L. Schilling Co., 16 East 40th, New York. System is scheduled to start May 1 under supervision of A. S. Foster.

Father Dempsey feels radio advertisers should have a protection and record-and-proof of performance more economically sound than the station owner's affidavit. The service to be provided by Air Audit will inform the advertiser whether his program was or was not on the air, what program preceded and what program followed, and any likely discrepancies.

FM Net Meeting

WCAE Pittsburgh and WFBM Indianapolis were elected members of American Network Inc., FM network, at a board meeting in New York April 20-21. Attending were John Shepard 3d, president; Walter J. Damm, C. A. Bethel, for Gordon Gray; Harry Stone; Eric V. Hay; William B. Lewis, executive vice-president and general manager of the network. Stockholders present included Leonard Kapner, Harry M. Bitner and Paul D. P. Spearman, counsel.

Grove Regional Test

TEST campaign to be conducted by Sherman K. Ellis Co., New York for Defenders Vitamins of Grove Labs., St. Louis, will be limited to a Midwest and a Pacific Coast station, starting May 1.

Unjust Fee Claims Charged to ASCAP

MORE THAN 100 letters containing instances of demands made by ASCAP for payments which broadcasters considered unjust were canvassed in New York last Friday at a meeting of the NAB Music Committee subcommittee. The committee found that ASCAP has been making a large number of disputed claims.

A recommendation was drawn up to be submitted to the entire committee and through it to the NAB Board of Directors when it meets in Washington May 8, 9 and 10. Following the meeting salient facts of the survey were laid before John Paine, general manager of ASCAP, by Campbell Arnoux, WTAR Norfolk, chairman of both the Music Committee and its subcommittee, and by James P. Begley, KYW Philadelphia.

Mr. Paine said he would submit a statement on ASCAP policy before the NAB Board meets.

Present at the subcommittee meeting, in addition to Messrs. Arnoux and Begley, were Frank K. White, CBS; and C. E. Arney Jr., NAB secretary-treasurer.

GARMENT PROGRAM HAS STORE CUT-INS

MORE THAN 100 department stores will participate in the *Ilka Chase Program* scheduled to start July 30 on 116 Blue network stations in the Sunday, 1:15-1:30 p.m. period. Series will be sponsored by Shipman & Baker, New York, makers of Roxspun suits and coats for women, with stores handling this line mentioned through cut-in announcements in each city. Program costs will be divided between the manufacturer and the stores on a pro rata basis.

Series, believed to be first network show for women's apparel, was originally scheduled to start early in June. Since its postponement, Blue will make the time available to other advertisers if an order is signed by June 1. Having reserved the time since the first part of the month. Program featuring Miss Chase with an orchestra and guest stars, is placed by Modern Merchandising Bureau, New York.

Lever Sub

SUMMER substitute for Lever Bros. NBC show *Amos 'n' Andy* Friday 10-10:30 p.m. starting in June will be *Charley Chan*, owned by Dell Petters and Bill Gernannt and produced by Chick Vincent. Program heard back in 1932-1933 on NBC was a weekly feature of Standard Oil Co. of N. J.

Labor Board Asks

(*Continued from page 14*)

office of conciliation, Department of Labor, in Washington, to have local conciliators, Herbert Jarrett and Walter Munro attempt conciliation. The case was heard by them in the Federal Building, Minneapolis, April 15, but we got no place.

"We acceded to their request that the matter be placed before a Federal Arbitrator and to abide by his decision, but the union would not. We were requested by the U. S. Conciliator to abide by the decision of the WLB and to make any wage increase they demanded retroactive to the expiration date of our old contract on March 17, but the union refused to have anything to do with the WLB or its decisions.

Un-American

"The conciliators told the union men it would be necessary for them to order the men back to work because not to do so they would be placed in the position of being un-American, unethical, contemptible, and in violation of both the President's 'hold the line' order and repeated promises of William Green, president of the American Federation of Labor, of which the union is a member, that there would be no strikes during war.

"The union committee went into a huddle after which they told conciliators that regardless of consequences and what would be thought of them, they would have nothing to do with the WLB and the men would continue to strike. The conciliators again admonished them, saying that they had to do things in an orderly and lawful manner or take things in their own hands and operate as outlaws, and that is what the union decided to do.

"The money involved is not important to us because the Government will pay 98% due to our present tax bracket, but I feel that it is unwarranted for corporate management to make careless expenditures just by reason of present high taxes where Government, in effect, is paying the bill. Such a theory is both fallacious and dangerous. The real fact that should be borne in mind is that the country is at war, and the war must be paid for, and corporate and individual taxes form, in the aggregate, a very large bulwark of financial strength toward this goal and we cannot disregard this essential fact by allowing a 59% increase in wages just because the Government pays 98% of it. However, this is a matter for the WLB to decide, and we are willing to abide entirely by its decision."

★ A Preferred Market
April *SALES MANAGEMENT*

WFMJ

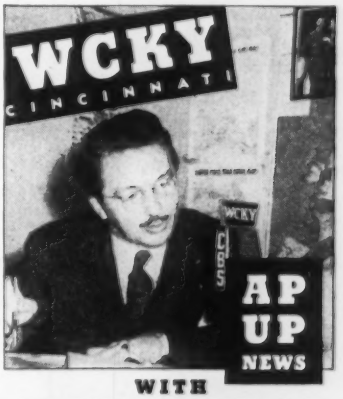
YOUNGSTOWN, OHIO

28 TH U. S. METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

ASK HEADLEY-REED

New York - Chicago - Detroit
Atlanta - San Francisco



WITH

REX DAVIS

4 TIMES DAILY

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 15 TO APRIL 21 INCLUSIVE

Decisions . . .

APRIL 18

Valley Broadcasting Co., West Point, Ga.—Granted petition to reconsider and grant application for CP new station, 1490 kc, 250 w, unlimited, subject to January 26 statement of policy.

South Bend Broadcasting Corp., South Bend, Ind.—Granted CP new station, 1490 kc, 250 w, unlimited, subject to January 26 statement of policy.

KFAC Los Angeles—Granted CP, subject to January 26 statement of policy, move transmitter and install new antenna.

WSPR Springfield, Mass.—Granted CP, subject to January 26 statement of policy, increase 500 w D to 1 kw D, using DA.

KOIL Omaha, Neb.—Granted transfer of control from Sidles Co., State Journal Printing Co. and Star Printing Co. to Charles Stuart and James Stuart, by transfer of 1000 shares (100%) from Sidles Co. (500 sh), State Journal Printing Co. (250 sh) and the Star Printing Co. (250 sh) for $250,000.

KFOR Lincoln, Neb.—Granted transfer control from Sidles Co., State Journal Printing Co. and Star Printing Co. to Charles Stuart and James Stuart by transfer 1000 shares (100%) from Sidles Co. (501 sh), State Journal Printing Co. (250 sh) and Star Printing Co. (249 sh) for $100,000.

KTOK Oklahoma City—Granted voluntary assignment of license from Oklahoma Broadcasting Co. to O. L. Taylor for $150,000.

KOMO-KJR Seattle — Granted request to change call letters so that KOMO which now operates on 950 kc with 5 kw will take call letters KJR, and KJR which now operates on 1000 kc with 5 kw will take call letters of KOMO.

WJPR Greenville, Miss.—Approved power of attorney for affairs of John B. Pepper, licensee of station, appointing his wife, Alella R. Pepper, his attorney-in-fact.

Truett Kimzey, Greenville, Tex.—Granted petition reinstate application for CP new station, 1400 kc, 250 w, unlimited. Designated said application for consolidated hearing with applications of Beauford H. Jester, KDNT and WACO.

Beauford H. Jester, Waco, Tex.—Granted petition reinstate application for new station, 1230 kc, 250 w, unlimited, transmitter location and antenna to be determined. Designated said application for consolidated hearing with applications of Truett Kimzey, Beauford H. Jester and WACO).

KDNT Denton, Tex.—Granted petition amend application for mod. license so as to increase 100 w to 250 w on 1450 kc. Designated said application for consolidated hearing with applications of Truett Kimzey, Beauford H. Jester and WACO.

WACO Waco, Tex.—Designated for consolidated hearing with applications of Truett Kimzey, Beauford H. Jester and KDNT, application for CP change 1450 kc to 1230 kc.

KAND Fort Worth, Tex. and Gene L. Cagle, Fort Worth, Tex.—Designated for consolidated hearing application of KAND for CP move transmitter, and application of Gene L. Cagle for CP new station, 1340 kc, 250 w, unlimited (facilities of KAND).

Raymond C. Hammett, Talladega, Ala.—Granted petition reinstate application for CP new station, 1230 kc, 250 w, unlimited. Designated said application for hearing.

APRIL 19

KDB Santa Barbara, Cal.—Granted special temporary service authorization to permit broadcast of calls direct to longshoremen, in accordance with request of Pacific Coast Maritime Industry Board, service to be rendered without charge.

KFOX Long Beach, Cal.—Same.

KVOE Santa Ana, Cal.—Granted continuance of hearing now scheduled for April 27 to July 26, re application for CP.

WNAC Boston—Commission on its own motion continued hearing now scheduled for April 24 to June 26, re application for CP move auxiliary transmitter.

APRIL 20

KCMC Texarkana, Tex.—Granted license to cover CP authorizing change 1450 kc to 1250 kc and changes in equipment.

WIBC Indianapolis—Granted license to cover CP authorizing increase 5 kw D 1 kw N to 5 kw DN, and changes in DA. Conditions.

KWTO Springfield, Mo.—Granted license to cover CP authorizing change hours of operation, install DA-N, move transmitter.

Loyola University, New Orleans—Placed in pending file application for new FM station.

G. W. Covigton, Jr., Montgomery, Ala.—Same.

WHO Des Moines—Same.

WTMA Charleston, S. C.—Same.

WSAM Saginaw, Mich.—Same.

WBRK Pittsfield, Mass.—Same.

Philco Radio & Television Corp., New York—Placed in pending file application for new commercial television station.

Stromberg-Carlson Co., Rochester, N. Y.—Same.

Philco Radio & Television Corp., Washington, D. C.—Same.

Capital Broadcasting Co., Washington, D. C.—Same.

WPAY Portsmouth, Ohio—Adopted order granting transfer control from Chester A. Thompson to Brush-Moore Newspapers Inc.; also granted application for license renewal.

WROL Knoxville, Tenn.—Adopted as final Proposed Findings of Fact and Conclusions denying application for mod. license change operating assignment, without prejudice to filing of application which will not increase interference to KWFT and which will otherwise conform to Good Engineering Practice.

WMAM Marinette, Wis.—Adopted Proposed Findings of Fact and Conclusions proposing to deny application for mod. license requesting authority change hours of operation from D to unlimited, on 570 kc, with 100 w N, 250 w LS, without prejudice to filing of application for operation unlimited time on a local frequency.

Applications . . .

APRIL 17

WQAM Miami, Fla.—Mod. license use auxiliary transmitter during night hours of operation.

WMIS Natchez, Miss.—CP change 1490 kc to 1240 kc.

KYUM Yuma, Ariz.—Acquisition of control by John J. Louis through purchase of 12,350 shares from R. N. Campbell, D. Morgan Campbell and Eleanor McCoy. Contingent upon granting of KTAR application for transfer of control.

APRIL 19

Cornell University, Ithaca, N. Y.—CP new FM station, 43,300 kc, 15,000 sq. mi. coverage.

Courier-Journal & Louisville Times Co., Eastwood, Ky.—CP new temporary class 2 experimental high frequently station, 45,700 kc, 1 kw, special emission, amended re change frequency to 45,500 kc.

KJAN Monroe, La.—Mod. CP for approval transmitter and studio location.

WQBC Vicksburg, Miss.—CP change 1300 kc to 1420 kc, 1 kw to 500 w N 1 kw D, and hours of operation from D to unlimited.

KSFO San Francisco—CP new commercial television station, Channel 6.

KSFO San Francisco—CP new FM station. 43,100 kc.

Michael Alfend and Truman L. Brown, St. Louis—CP new commercial television station, Channel 1 or 4. (Incomplete).

KLX Oakland, Cal.—CP new FM station, 46,500 kc, 1,216 sq. mi. coverage.

APRIL 21

WIBX Utica, New York—CP new FM station, 45,700 kc, 10,290 sq. mi. coverage.

WLAY Muscle Shoals City, Ala.—Vol. transfer control from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris Jr.

WOSH Oshkosh, Wis.—CP new FM station, 44,500 kc, 3,810 sq. mi. coverage.

KPPC Pasadena, Cal. — Mod. license change hours from sharing time with KFXM to specified hours.

KDAL Duluth, Minn. — CP auxiliary transmitter to be operated with 250 w (dismissed at request of applicant).

Sponsors Boost Salaries Of Hope, Burns & Allen

CURRENT CONTRACT of George Burns and Gracie Allen, which still had two years to run, has been scrapped by their sponsors, Lever Bros. Co., Cambridge, Mass., (Swan soap). When the program resumes in mid-August on CBS, following its summer lay-off, the comedy team will receive a substantial salary increase, in appreciation of the Tuesday evening program and because of the steady increase in audience, it was announced by Young & Rubicam Inc., agency servicing the acount.

Pepsodent Co., Chicago (toothpaste), has readjusted its radio contract for the packaged NBC Bob Hope Show, with the comedian receiving a salary increase of $3,000 weekly over the present $15,000 per week, according to James L. Saphier agency, Hollywood talent service which originally packaged the show.

Video Report Denied

REPORTS emanating from Hollywood last week that the Screen Actors Guild had appointed a special television committee to call on the Associated Actors & Artists of America (parent AFL entertainment union from which Actors' Equity Assn., AFRA, SAG and the others derive their charters) were described as being greatly exaggerated by Florence Marston, SAG representative in New York. Mrs. Marston is chairman of an informal television committee organized several years ago by Equity, Chorus Equity, AFRA and SAG, but which has been inactive for some time.

Two More FMs Sought

TWO MORE applications for new FM stations were filed with the FCC late last week, one by WIBX Utica, New York and the other by Oshkosh Broadcasting Co., licensee of WOSH Oshkosh, Wis. Facilities requested for the proposed outlets may be found in Actions of the FCC.

Would you like to work in a brand-new installation of the highest-powered international broadcasting stations in the Western Hemisphere?

Would you be interested in joining an organization which maintains one of the highest engineering salary scales in the radio industry?

Are you a licensed first-class technician?

Are you reasonably draft exempt?

Can you meet W. M. C. regulations?

WLW's Engineering Department needs men for its studio and transmitter staffs in addition to an entire new staff for its new International Broadcast Stations. Here is your chance to join an organization where opportunity is absolutely unlimited. Write J. M. McDonald, Assistant Technical Director, Radio Station WLW, Crosley Square, Cincinnati 2, Ohio.

WANTED

50,000 Watt Farm Station wants experienced Program Director. Must have good knowledge of music and production, plus a commercial sense. No better opportunity in radio.

Also need good announcer who can devote part time to rewriting news. Both must be draft exempt.

BOX 193, BROADCASTING

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Wanted—First or second class operator. 1 KW Blue-Mutual Station. Excellent working conditions. State salary expected. Draft status. Radio Station WTJS, Jackson, Tennessee.

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW mid-west station. $42.50 week and eight or more hours overtime. Supply outline of experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

Texas kilowatt Mutual desires competent announcer. Send all. Box 125, BROADCASTING.

Texas Mutual needs commercial man who produces. Good future. Box 126, BROADCASTING.

Experienced radio announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

Two announcers needed mid-south network station. Basic $37.50, with talent opportunity to $55.00 for right men. Send experience and how soon available to Box 183, BROADCASTING.

Wanted: Announcer. Experience preferred. Write experience, personal details, salary expected first letter. Box 187, BROADCASTING.

OPERATOR—First class license for new 5 KW transmitter KINY Juneau, Alaska. Opening for chief if qualified. Permanent position. **Travelling expenses paid** from Seattle. Address Vincent I. Kraft, 708 American Bldg., Seattle.

ANNOUNCER-NEWSCASTER. Draft exempt. Must have some experience. Basic salary $40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

OPERATOR—Over draft age for permanent position. State references, education, and experience. Include photo. Write Technical Manager, Radio Station WFDF, Flint, Michigan.

Draft exempt, Chief Engineer: for modified 6B Western Electric, 5 kw, water cooled transmitter. College town of 25,000, moderate living costs, in center of Dude Ranch country, nice climate both summer and winter. Ideal place for family man. Rate $1.25 per hour. Also 1 A operator @ $1.06 per hour. KGVO, Missoula, Montana.

Wanted Transmitter Engineer. First or second class license by CBS affiliate. For details write or wire Chief Engineer WIBX, Utica, New York.

EXPERIENCED BASEBALL ANNOUNCER wanted who can do top notch job on out-of-town games from telegraphic reports as well as home games direct from ball park. Full southern association season schedule starting April 28th. Write full details as to experience, draft status, age, salary expected and send voice transcription to P. K. Ewing, Gen. Mgr. WJBW, New Orleans, La.

Wanted—Experienced continuity writer. State qualifications, experience, wage expectancy. WKY Radiophone Company, Oklahoma City, Oklahoma.

Salesman—for regional station carrying heavy CBS schedule. Permanent, opportunity for advancement, salary and commission. Ability more essential than experience. Address: A. V. Tidmore, WFMD, Frederick, Maryland.

Help Wanted (Cont'd)

Announcer-newscaster. Midwest 250 watt Network Station. Living conditions pleasant. Send transcription and references WHBY, Appleton, Wisc.

Chief Engineer for 5000 watt NBC outlet. Location middle east. A real operation and fine opportunity for the right man. Wire or write Box 197, BROADCASTING.

Situations Wanted

Versatile Man? Announce, News, Emcee, Act, Mss. Program Ideas, Human interest, Originality. Newspaper, Theatre, Radio background. Non draft. Details first letter, please. Box 87. BROADCASTING.

Commercial Manager with successful record desires change of location. Write Box 161, BROADCASTING.

Writer-Producer Announcer—20, 4-F, 3 years experience. Recent program director midwest station. Desire position in midwest or west. Minimum $45. Box 174, BROADCASTING.

COMMERCIAL MANAGER. Ten years in radio and ten years with large newspapers, desires a change. Write to Box 184, BROADCASTING.

Thirteen years broadcasting experience. College and conservatory education. Excellent, selling copy, capable writing production shows. Valuable announcer; sales promotion, brochures, etc. Pianist, organist—read, transpose at sight. Thirty-one years of age. Have built and owned two local stations. Management experience, program, production and sales direction. Currently employed local network station because of other business interest in proximity, the latter to be closed out shortly. Classified 4-F. References from all previous employers. Prefer New York or Phi'adelphia location. Minimum salary acceptable, with additional commercial liberties, $80 weekly. Desirable appearance, well dressed. Address Box 185, BROADCASTING.

CHIEF ENGINEER—Capable taking complete charge. Thoroughly experienced in developing, construction, installation, operation, personnel, maintenance, recording. All types power studio and transmitter equipment. Some FM and HF experience. Good personality, dependable, executive ability, industrious. Excellent references. Age 38. Draft 4-FH. Employed at present. Not habitual job changer. Excellent reason for desiring change. Not interested in "fly-by-night" proposition. Only top-notch salary considered. Box 188, BROADCASTING.

STATION OR SALES MANAGER AVAILABLE MAY 1. Family man, middle forties, over eight years station management experience, available for long time employment. Now in Chicago area but will go any place. Box 190, BROADCASTING.

Radio Engineer, recently returned from overseas construction-installation assignment, is desirous of resuming association with domestic broadcasting industry, preferably as chief engineer for progressive organization planning post-war expansion. Box 191, BROADCASTING.

Station Manager in present position as General Manager for local network outlet for past fifteen years. Holder of radio telephone first license thirteen years old. Desires change, South preferred. 4F. Also available program director seven years experience. Excellent pianist. Experienced all phases of radio except engineering. Only available together. Make best offer first letter. Box 196, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—First Class License—Ten kilowatt experience—available immediately — permanent — state salary. Box 192, BROADCASTING.

COMMERCIAL MANAGER with 12 years highly successful managerial and sales record in Radio's most competitive market, New York, desires change of location. Willing substitute $15,000 annual income for pleasant opportunity with progressive Southern or Western Station wishing gain national reputation as outstanding outlet in Sales, Showmanship, Programming, Public Service, etc. Will accept moderate salary plus commission, over-writing or percentage arrangement. Don't hesitate write in confidence. Box 194, BROADCASTING.

Program Director—Energetic, and hard worker. 6 years radio, 4-F. Box 195, BROADCASTING.

Station Owners—Young top radio sales executive draft-exempt desirous of managing sales of progressive station. At present controlling radio advertising, large New York accounts. Box 104 Radio—246 Fifth Ave., New York City.

Radio Copy Approved—By leading advertisers. History background for newscasts. Two years radio singing. College graduate, business course. $40 week. M. W., 1614 Peachtree, N.W. Atlanta, Georgia.

Capable Young Man—21 (Draft exempt) seeks announcing position. Inexperienced but extremely ambitious. For full particulars write J. Vander Plate Jr., 16 Post Street, Haledon, N. J.

Wanted to Buy

Before you sell your 250 Watt Station or one KW Transmitter and complete equipment for standard station, including towers, let us make you an offer. Address Box 154, BROADCASTING.

Wanted One KW and ¼th KW transmitters if condition can be made usable. Age no factor. Box 180, BROADCASTING.

Wanted Broadcast station Transmitter Towers with or without lighting equipment. Box 182, BROADCASTING.

Tower, 200 ft. or more, speech imput equipment, turntables, microphones, frequency monitor and modulation monitor. Box 189, BROADCASTING.

Wanted: Vertical radiator 150 to 200 feet. Any make. Good cash price. WKNE, Keene, New Hampshire.

For Sale

For Sale, two Western Electric vitaphone type turn tables with lateral pick-ups only less mixing equipment, WLBC, Muncie, Indiana.

EFFECTIVE
May 22, 1944

● **Bleed page size**
9⅛ x 12¼
Trim size
9 x 12

Please allow exactly ⅛th trim for the top, bottom and outside of the page. The inside of the page (gutter) does not need the ⅛th inch.

ALL OTHER SIZES REMAIN THE SAME

●

BROADCASTING MAGAZINE

CHECK!

☐ Have you had experience in radio station Sales Promotion work?

☐ Do you think you could do an alert, aggressive job aiding sales department and generally promoting the sale of time (along with some listener promotion) at a 50,000 - watt station?

☐ Middle Atlantic States location OK?

If you checked above, would you like to submit your qualifications, in confidence, to **Box 168 c/o** Broadcasting Magazine?☐

REAL OPPORTUNITY
FOR

Experienced record jockey. Selling personality a "must". This is a specialized position — no staff work. 38 years or more, 4F or service discharges only. Since Martin Block is not available, perhaps you're the man for the job. Write or wire stating qualifications.

BERT JULIAN WIBC INDIANAPOLIS

MODULATION MONITOR WANTED

●

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE:

Box 131, BROADCASTING

SCRIPT WRITER AVAILABLE
IN SIX WEEKS

Now under contract on two network shows. Ten years experience; want change, pref. freelance basis.

BOX 981, BROADCASTING

WANTED

• Transmitter Engineer, CBS5 KW. Man, 4-F or over-draft age, or well-qualified, experienced woman

WKBN
Youngstown, O.

H. Preston Peters Takes OWI Post

Will Go Overseas; J. L. Free To Handle N. Y. Office

H. PRESTON PETERS, president and New York manager of Free & Peters Inc., has been appointed a principal field representative for the Overseas Division of OWI and is to report April 26 at New York headquarters. He will be assigned to a foreign war theatre within a month, it is understood.

Mr. Peters

During Mr. Peters' absence, expected to be for the duration, James L. Free, chairman of the board, headquartered in Chicago, will supervise New York operations as well. Mr. Free, Sherman R. Barnett, secretary-treasurer, and J. W. Knodel, vice-president, attached to the Chicago offices, will alternate in the New York office. Ed Benedict, a member of the New York staff for the last four years, will be in charge of sales. Mr. Free will be in New York every alternate month and Messrs. Barnett and Knodel a week during each month when Mr. Free is in Chicago.

Following an indoctrination course at New York headquarters of OWI, Mr. Peters will come to Washington headquarters early in May to complete his training, preparatory to his overseas assignment.

Film Corp. Sponsors

TWENTIETH-CENTURY-FOX Film Corp., New York, is sponsoring *The World's Front Page* on WMCA New York to advertise its pictures showing or coming to New York theatres. Monday through Friday quarter-hour programs are news collected by correspondents of the *Christian Science Monitor* and broadcast over MBS, with WMCA as the New York outlet because WOR, MBS key station in that city, could not clear time. Series has been signed for 52 weeks, according to Kayton-Spiero, New York, agency in charge, which reports that current and coming pictures at the Roxy (theatre) will receive most of the promotion. No attempt will be made to key commercials to the news, agency said.

Writers Guild Terms

MINIMUM scale of $75 a week for staff dramatic script writers employed by the nationwide networks and a subordinate scale with a $50 weekly minimum for less experienced writers are among the terms agreed to by the networks and the Radio Writers Guild for a new contract for these writers. Attorneys are clarifying the language, with the pact expected ready for signature in the near future. New terms also provide for increases for present staff members as well as for an increase to $90 weekly after the first year of employment.

PACKAGE IMPORTANCE IN VIDEO

Consumer Familiarized With Container Features In Close-up of Sponsor's Product in Use

THAT THE PACKAGE, which carries both the product and the advertiser's trademark, will be the focal point of interest around which television commercials must inevitably be built is the theme developed in the leading article of the April issue of *Modern Packaging*. The article is by Wallace F. Janssen, who served BROADCASTING as news editor during the past year before becoming editor of *Food-Drug-Cosmetic Reports*.

Following a review of television's status to date the article points out that the characteristic advantages and even the limitations of the video screen seem made to order for commercials that feature the package either as "still life" or, more importantly, "in action". Television authorities are cited with respect to the characteristic adapatability of television for close-up presentation, which in the case of commercials means the featuring of the package in a manner to fill the entire screen of the receiver.

Mr. Janssen offers a list of "television jobs in package merchandizing". These include such functions as the following:

Closeup of the sponsor's product will promote package recognition as the audience becomes familiar with trademarks and labeling. Featuring the package at the point of sale in the retail outlet.

The "package in action" on the screen to show the public such features as easy removal of product, dispensing features, convenient storage shape, and re-use possibilities. Virtually all types of consumer merchandise can be given all the close-up display that the actor, in process of using the product, cares to give it.

It may also prove practical to take the public on an inspection tour of the manufacturer's plant to view production and packaging operations through the medium of the television camera, further enlarging the consumer's knowledge of the product he is being sold.

Cupp to Join KMBC

RESIGNING as production manager of WLS Chicago, Rod Cupp, will become program director of KMBC Kansas City May 1, according to Arthur B. Church, president of KMBC. With WLS for seven years Cupp was producer of practically all the station programs, including the *National Barn Dance*. Prior to his service with the Chicago station he was at KTUL Tulsa as program director and at KFRU Columbia, Mo., as continuity editor. A graduate of the U. of Missouri School of Journalism he is a member of Sigma Delta Chi, professional journalism fraternity.

Mr. Cupp

Morgan to WOV

THOMAS B. MORGAN, formerly chief correspondent of United Press in Italy for 12 years and manager of the UP Rome bureau, has joined WOV New York as commentator and will broadcast a nightly ten-minute program of news analysis. Mr. Morgan, a foreign correspondent of wide experience, served as a war correspondent for the AP in Paris during World War I, covered the Peace Conference, and traveled in Europe on special assignments. As UP Rome manager, he was also assigned to the Vatican. He has written three best sellers on international politics including *A Reporter at the Papal Court*, and *Spurs on the Boot*.

RADIO Corp., of America on April 24 received the Army-Navy "E" flag award. Ceremonies were held at the Lancaster, Pa. plant.

Drawn for BROADCASTING by Sid Hix

". . . and Now Mr. Dunninger Will Attempt to Read the Thoughts of Corp. Jones!"

CBS NET FOR '44 INCREASED BY 13%

CBS and its subsidiary companies showed a net income of $1,165,347 for the first 12 weeks of 1944, an increase of 13% over the net of $1,031,671 earned in the same period of 1943, according to a consolidated income statement issued last week by Frank K. White, CBS vice-president and treasurer. Earnings amount to 68 cents a share this year, compared to 60 cents a share last year.

Gross income for the first quarter of 1944 was $21,339,967, up 26.8% over the the gross of $16,833,773 for the first quarter of 1943. Net before taxes was $3,445,347, higher by 51.7% than the 1943 figure of $2,271,671.

Poslam Campaign

TO REACH children before they leave for school, and early-rising war workers, Emergency Labs., New York, has concentrated its time purchases for Poslam soap and ointment in the early morning. Emergency Labs. is using thrice-weekly announcements, five-minute and quarter-hour news programs, and participations in breakfast variety programs in 11 selected markets. Poslam's radio schedule, its first, includes WLW WIBW WGST WBAL KMA KSTP WJJD KFI KGW WNEW WGY. Campaign started in early April. Contracts are for 13 and 52 weeks, placed through Redfield-Johnston Adv., which shares the account with National Advertisers Advertising Agency.

Canada Session

INDEPENDENT Canadian broadcasting stations will appear before the Parliamentary Committee on Broadcasting at Ottawa April 26. A meeting of the board of directors of the Canadian Assn. of Broadcasters will be held April 24 at Toronto to determine policy before the Committee. It is expected the board, representing the majority of independent broadcasters, will appear in a body. The private stations are expected to propose formation of a Board of Broadcasting Commissioners to regulate broadcasting in the Dominion, now being done by the Canadian Broadcasting Corp., which is also in the business of selling network and station time. The CAB will also discuss the lifting of power restrictions.

Bekins Coast Net

BEKINS VAN & STORAGE Co., Los Angeles, supplementing its West Coast network and spot radio, on April 16 started sponsoring a weekly half-hour 52-week musical program, *Remember Hour* on 10 Blue California stations, Sunday, 11:30 a.m.-12 noon (PWT). Contract is for 52 weeks. Virginia Lee Dodge is writer-producer. Agency is Brooks Adv., Los Angeles.

Club Video Seminars

JAMES LAWRENCE FLY, Chairman of the FCC, and Dr. Alfred N. Goldsmith, vice-chairman of the Radio Technical Planning Board, have been invited to speak May 18 at the first of a series of 15 television seminars to be conducted by the Radio Executives Club, New York. Meetings, open to REC members only, will be held in NBC's studio 6A each Thursday at 8:30 p.m.

MORE ADVERTISERS
SPEND MORE MONEY
TO SELL
MORE MERCHANDISE
TO MORE PEOPLE
ON WLW
THAN ON ANY OTHER
RADIO STATION IN
THE WORLD.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION